

Set	Items	Description
S1	38	AU=(WILKINS C? OR WILKINS, C?)
S2	70324	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	9240	COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4	6060832	DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VI- EW?
S5	1123321	PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W- EIGH? OR RULE? ?
S6	395814	FLIGHT? OR LINEAR? OR NONLINEAR
S7	1	S1 AND S4
S8	15038	S2(5N)S4
S9	1030702	TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR - PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY
S10	691	S8 AND S5
S11	22	S10 AND S6
S12	129	S10(15N)S9
S13	2866	S8(10N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR IN- TRANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTA- L? OR WWW OR CYBER? OR LAN OR SERVER?)
S14	1351	S13(15N)S9
S15	35	S14 AND (S5 OR S6)
S16	74	(S11 OR S12 OR S15) AND IC=G06F-017/60

? show files

File 344:Chinese Patents Abs Aug 1985-2003/Nov
(c) 2003 European Patent Office

File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)
(c) 2004 JPO & JAPIO

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200415
(c) 2004 Thomson Derwent

File 371:French Patents 1961-2002/BOPI 200209
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Set	Items	Description
S1	6	AU=(WILKINS C? OR WILKINS, C?)
S2	110820	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION?
S3	17326	COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4	850224	PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W- EIGH? OR RULE? ?
S5	12006	S2(3N) (DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VIEW?)
S6	4388	S5(20N) (TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY;
S7	437	S6(15N)S4
S8	13	S7(S) (FLIGHT? OR LINEAR? OR NONLINEAR)
S9	1802	S5(5N) (DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT- RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL? OR WWW OR CYBER? OR LAN OR SERVER?)
S10	918	S9(10N) (TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S11	42	S10(15N)S4
S12	0	S1 AND S2
S13	30	(S8 OR S11) AND IC=G06F-017/60

? show files

File 348:EUROPEAN PATENTS 1978-2004/Feb W05

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040304,UT=20040226

(c) 2004 WIPO/Univentio

Set	Items	Description
S1	27	AU=(WILKINS C? OR WILKINS, C?)
S2	4500676	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	214792	S2(3N) (DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VIEW?)
S4	56282	S3(15N) (TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5	672	S4(15N) (PARAMETER? OR FACTOR OR FACTORS OR CRITERION OR FEAT- UR? OR WEIGH? OR RULE?)
S6	1	S5(S) (FLIGHT? OR LINEAR? OR NONLINEAR)
S7	91	S5(7N) (DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT- RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL? OR WWW OR CYBER? OR LAN OR SERVER?)
S8	71	S7 NOT PY>2001
S9	45	RD (unique items)
S10	41	S9 NOT PD=20010116:20040308
S11	7	S1 AND S2
S12	48	S10 OR S11
S13	48	RD (unique items)

? show file

File 9:Business & Industry(R) Jul/1994-2004/Mar 05
(c) 2004 Resp. DB Svcs.

File 15:ABI/Inform(R) 1971-2004/Mar 08
(c) 2004 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2004/Mar 08
(c) 2004 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2004/Mar 05
(c)2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2004/Mar 08
(c) 2004 The Gale Group

File 621:Gale Group New Prod. Annou. (R) 1985-2004/Mar 05
(c) 2004 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2004/Mar 08
(c) 2004 The Gale Group

File 635:Business Dateline(R) 1985-2004/Mar 06
(c) 2004 ProQuest Info&Learning

File 636:Gale Group Newsletter DB(TM) 1987-2004/Mar 08
(c) 2004 The Gale Group

File 635:Business Dateline(R) 1985-2004/Mar 06
(c) 2004 ProQuest Info&Learning

Set	Items	Description
S1	0	AU=(WILKINS C? OR WILKINS, C?)
S2	2919412	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	125791	S2(3N) (DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VIEW?)
S4	30294	S3(15N) (TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5	295	S4(15N) (PARAMETER? OR FACTOR OR FACTORS OR CRITERI? OR FEAT- UR? OR WEIGH? OR RULE? ?)
S6	0	S5(S) (FLIGHT? OR LINEAR? OR NONLINEAR?)
S7	40	S5(7N) (DISTRIBUT? OR ONLINE OR ON() LINE OR INTERNET OR INT- RANET OR WEB? OR HOMEPAGE OR HOME() PAGE OR NETWORK? OR PORTAL? OR WWW OR CYBER? OR LAN OR SERVER?)
S8	120	S4(S) (FLIGHT? OR LINEAR? OR NONLINEAR)
S9	102	(S7 OR S8) NOT PY>2001
S10	73	S9 NOT PD=20010116:20040308
S11	63	RD (unique items)

? show file

File 20:Dialog Global Reporter 1997-2004/Mar 08
(c) 2004 The Dialog Corp.

File 476:Financial Times Fulltext 1982-2004/Mar 08
(c) 2004 Financial Times Ltd

File 610:Business Wire 1999-2004/Mar 08
(c) 2004 Business Wire.

File 613:PR Newswire 1999-2004/Mar 08
(c) 2004 PR Newswire Association Inc

File 624:McGraw-Hill Publications 1985-2004/Mar 08
(c) 2004 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2004/Mar 06
(c) 2004 San Jose Mercury News

File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc

File 570:Gale Group MARS(R) 1984-2004/Mar 08
(c) 2004 The Gale Group

Set	Items	Description
S1	38	AU=(WILKINS C? OR WILKINS, C?)
S2	70324	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	9240	COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4	6060832	DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VI- EW?
S5	1123321	PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W- EIGH? OR RULE? ?
S6	395814	FLIGHT? OR LINEAR? OR NONLINEAR
S7	1	S1 AND S2
S8	16039	S2(5N)S4
S9	1030702	TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR - PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY
S10	691	S8 AND S5
S11	22	S10 AND S6
S12	129	S10(15N)S9
S13	2866	S8(10N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR IN- TRANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTA- L? OR WWW OR CYBER? OR LAN OR SERVER?)
S14	1351	S13(15N)S9
S15	35	S14 AND (S5 OR S6)
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File 344:Chinese Patents Abs Aug 1985-2003/Nov
(c) 2003 European Patent Office

File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)
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File 350:Derwent WPIX 1963-2004/UD,UM &UP=200415
(c) 2004 Thomson Derwent

File 371:French Patents 1961-2002/BOPI 200209
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16/5/1 (Item 1 from file: 344)

DIALOG(R)File 344:Chinese Patents Abs

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4359813

GOLF COURSE MANAGEMENT SYSTEM

Patent Assignee: SANYO ELECTRIC CO (JP)

Author (Inventor): MATSUMOTO KAZUHIKA (JP); MORITA KOJI (JP); TAKINOMOTO TAKEHIKO ET AL (JP)

Number of Patents: 003

Patent Family:

CC Number	Kind	Date	
CN 1389814	A	20030108	(Basic)
CN 1389815	A	20030108	
JP 2002358388	A2	20021213	
US 2002183872	AA	20021205	

Application Data:

CC Number	Kind	Date
*JP 2001165575	A	20010531
CN 2002122103	A	20020530

Abstract: The invention discloses the credit monitoring system being able to constrain the breach of promise. The information of the breach of promise of the constricted party is issued on the window of the advertisement. The controller of breach of promise realizes the positioning restriction through the localizer. That is to say only the constricted information prearranged between the constricting party and the constricted party can be collected. The caution information of the constricted party is shown on the window of the advertisement. The invention uses device and through the technique means to monitor the information of the breach of promise of the constricted party so as to prevent the human factors. Thus, the objectivity of the credit information is ensured.

IPC: G06F-017/60 ; G06F-013/00

16/5/2 (Item 1 from file: 347)

DIALOG(R)File 347:JAPIO

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07729770 **Image available**

AUTOMATIC VENDING MACHINE SYSTEM

PUB. NO.: 2003-223672 [JP 2003223672 A]

PUBLISHED: August 08, 2003 (20030808)

INVENTOR(s): IKEZAKI JUNJI

KIYOKAWA EIICHI

MAEHARA YASUYUKI

APPLICANT(s): JAPAN TOBACCO INC

APPL. NO.: 2002-020575 [JP 200220575]

FILED: January 29, 2002 (20020129)

INTL CLASS: G07F-009/02; G06F-017/60 ; G06K-017/00

ABSTRACT

PROBLEM TO BE SOLVED: To provide an automatic vending machine system for selecting and **presenting advertisement** contents of highest **advertisement** effect according to an age bracket, a sex, and a preference of a **user**, a sales date, an environmental **factor** in the sales, a sales strategy, while minimizing a load to an automatic vending machine.

SOLUTION: The automatic vending machine 100 selects an advertisement URL by a URL management part 1410 based on user information selected by a card

information selecting part 121. After it obtains the advertisement contents from an advertisement management **server** 830 using the **advertisement URL**, a **display** part 102 and a speaker 106 **present** the **advertisement** contents to the **user** 200.

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16/5/3 (Item 2 from file: 347)

DIALOG(R)File 347:JAPIO

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07702813 ****Image available****

INTELLIGENT POSTAGE CALCULATING MACHINE

PUB. NO.: 2003-196693 [JP 2003196693 A]

PUBLISHED: July 11, 2003 (20030711)

INVENTOR(s): HOBBS GEORGE BRADLEY

APPLICANT(s): HEWLETT PACKARD CO (HP)

APPL. NO.: 2002-299306 [JP 2002299306]

FILED: October 11, 2002 (20021011)

PRIORITY: 01 976704 [US 2001976704], US (United States of America),
October 11, 2001 (20011011)

INTL CLASS: G07B-017/00; **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To solve a problem that postage for printed documents cannot be known before measuring them for computer **users** who generate complicated documents by various printers to be **delivered** as direct mail **advertisements** by mail.

SOLUTION: Using a set of attributes to prescribe hard copies, weight, size, etc., of printed matter are calculated, and under consideration of transporters, appointed dates of delivery, etc., postage is calculated before printing. This postage is printed on a appropriate position of the hard copy, and the postage can be automatically billed to accounts.

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16/5/4 (Item 3 from file: 347)

DIALOG(R)File 347:JAPIO

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07638131 ****Image available****

DATA CONVERSION SERVICE SYSTEM WITH ADVERTISEMENT PROVIDING FUNCTION AND SERVICE METHOD

PUB. NO.: 2003-131985 [JP 2003131985 A]

PUBLISHED: May 09, 2003 (20030509)

INVENTOR(s): MARUYAMA ICHIRO

SUZUKI TADASHI

ISHIKAWA YASUSHI

APPLICANT(s): MITSUBISHI ELECTRIC CORP

APPL. NO.: 2001-326602 [JP 2001326602]

FILED: October 24, 2001 (20011024)

INTL CLASS: G06F-013/00; G06F-012/00; **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To solve the problem wherein a user does not pay

attention to advertisement information with a conventional device because desired information for the user and the advertisement are different pieces of information and can be separated technologically.

SOLUTION: By a parameter setting operation input signal for data conversion, advertisement data are subjected to data conversion using a **parameter** for defining data conversion characteristics that have been set. To a **user**, the advertisement data subjected to the data conversion are presented to confirm the **parameter**, and after the converted advertisement data are presented, inputted conversion desired data are subjected to the data conversion based on the parameter, and the converted desired data are outputted.

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16/5/5 (Item 4 from file: 347)

DIALOG(R)File 347:JAPIO

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07629049 **Image available**

MARKETING SUPPORT SERVICE PROVIDING DEVICE AND METHOD, AND MARKETING SUPPORT SERVICE PROVIDING PROGRAM

PUB. NO.: 2003-122902 [JP 2003122902 A]

PUBLISHED: April 25, 2003 (20030425)

INVENTOR(s): YAMAZAKI TETSURO

NODA TETSUSHI

MURANAKA MASAJI

TSUJI YUKARI

APPLICANT(s): NIPPON TELEGR & TELEPH CORP (NTT)

APPL. NO.: 2001-313063 [JP 2001313063]

FILED: October 10, 2001 (20011010)

INTL CLASS: G06F-017/60 ; H04Q-007/38

ABSTRACT

PROBLEM TO BE SOLVED: To provide a data collection method for marketing analysis adaptable to the action form peculiar to a mobile user having a relatively wide field of activities and movable in a long distance in a short time.

SOLUTION: An advertisement information delivery part 30 delivers a delivery area and delivery time, or a parameter alternative thereto together with **advertisement** information when **delivering** an **advertisement** to a mobile terminal. When the mobile **user** is interested in the advertisement information, the mobile **user** receives the information related to the delivery area and **delivery** time of the **advertisement** by clicking the link to detailed information. An access history analysis part 305 accumulates the information related to the delivery area and delivery time and analysis it, thereby reflecting it to a registration screen as reference information for strategic transmission of advertisement delivery in the next advertisement delivery.

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16/5/6 (Item 5 from file: 347)

DIALOG(R)File 347:JAPIO

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SYSTEM AND METHOD FOR SELECTING ADVERTISEMENT, AND STORAGE MEDIUM

PUB. NO.: 2002-366569 [JP 2002366569 A]
PUBLISHED: December 20, 2002 (20021220)
INVENTOR(s): TSUNODA TOSHIHIRO
APPLICANT(s): SONY CORP
APPL. NO.: 2001-171322 [JP 2001171322]
FILED: June 06, 2001 (20010606)
INTL CLASS: G06F-017/30; G06F-013/00; **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To perform detailed targeting of advertisement in a providing space of contents and advertisement information consisting of three parties of a viewer, an advertiser and a contents provider.

SOLUTION: In this system to select the advertisement based on requests of the contents provider, the **advertiser** and the **viewer**, the more detailed **targeting** of the advertisement is realized by hierarchizing attributes of the respective players and items to constitute the requests and using weighting functions by every hierarchy and weighting functions based on link relationship among the respective items. Even when the player sets only one setting item of a certain advertisement, the attributes of the related items are automatically set and the advertisement corresponding to them is suitably selected.

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16/5/7 (Item 6 from file: 347)

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07419812 ****Image available****

SYSTEM, DEVICE, METHOD AND PROGRAM FOR MANAGING ADVERTISEMENT ORDER RECEPTION

PUB. NO.: 2002-288322 [JP 2002288322 A]
PUBLISHED: October 04, 2002 (20021004)
INVENTOR(s): ISHIKAWA TOMOYUKI
APPLICANT(s): TEA CUP COMMUNICATION KK
APPL. NO.: 2001-087467 [JP 200187467]
FILED: March 26, 2001 (20010326)
INTL CLASS: **G06F-017/60** ; G06F-019/00; G09F-019/00

ABSTRACT

PROBLEM TO BE SOLVED: To efficiently manage order reception inventory of advertisements.

SOLUTION: This advertisement order reception managing device 1, for receiving a publishing request from an advertisement client who requests advertisement publishing and also managing an order reception inventory that can receive an order for an advertisement for particular **users** to whom the **advertisement** is to **show**, is provided with an attribute **factor** combining means 15 for combining attribute **factors** that respectively comprise a plurality of attributes of **users**, an order reception inventory recording means 16 for recording the number of cases in the order reception inventory in each combination of the attribute **factors**, and an order reception processing means 17 for collating an advertisement for **users** waiting for a combination of prescribed attribute **factors** requested from an advertisement **client** with the order reception

inventory and performing order reception processing.

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16/5/8 (Item 7 from file: 347)

DIALOG(R)File 347:JAPIO

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07376844 **Image available**

METHOD FOR INTERNET ADVERTISEMENT

PUB. NO.: 2002-245344 [JP 2002245344 A]

PUBLISHED: August 30, 2002 (20020830)

INVENTOR(s): FUJINO SUSUMU

OKI HIDEAKI

OKI TAKAHIRO

OKI KAZUYASU

SATO MISAKO

APPLICANT(s): SATO MISAKO

OKI HIDEAKI

APPL. NO.: 2001-086359 [JP 200186359]

FILED: February 19, 2001 (20010219)

INTL CLASS: **G06F-017/60** ; G06F-013/00

ABSTRACT

PROBLEM TO BE SOLVED: To resolve such a problem that it is necessary to raise the click rate of advertisements that **users** themselves have **factors** or motivations to click advertisements and current one-way **advertisement distribution** with **presents**, premiums, or the like is not adequate to make **users** click advertisements.

SOLUTION: When a **user** selects and clicks an arbitrary advertisement out of advertisements in an advertisement window with respect to advertisements in a web page, information processing is performed to discriminate whether an advertisement extracted from advertisements in the advertisement window at random and the arbitrary advertisement coincide with each other or not by a preliminarily set extraction program, and the result is displayed to the user as information in the display screen of terminal equipment by a display layout means by processing information attributes performed by transmission/reception between an advertisement server and the user of the terminal equipment.

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16/5/9 (Item 8 from file: 347)

DIALOG(R)File 347:JAPIO

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07347165 **Image available**

METHOD OF SUPPLYING ADVERTISING INFORMATION

PUB. NO.: 2002-215656 [JP 2002215656 A]

PUBLISHED: August 02, 2002 (20020802)

INVENTOR(s): OKAYAMA TAKAAKI

APPLICANT(s): NEC CORP

APPL. NO.: 2001-009820 [JP 20019820]

FILED: January 18, 2001 (20010118)

INTL CLASS: G06F-017/30; **G06F-017/60** ; G09F-019/00

ABSTRACT

PROBLEM TO BE SOLVED: To provide a method of supplying advertising information interlocked with environment surrounding an advertisement recipient.

SOLUTION: In this method of supplying the advertising information, the advertising information is distributed to a large-sized display 31 arranged in a prescribed position, from a **distribution** center 10 to **display** the **advertising** information. The distribution center 10 urges an advertising **client** to input a plurality of advertising information corresponding to a plurality of environment. The distribution center 10 shows a plurality of environment with a plurality of environment **parameters** and registers a plurality of environment **parameters** and a plurality of inputted advertising information in the related state in a database 15. The distribution server 10 then acquires information on environment such as meteorological information on an area where the large-sized display 31 is arranged. Using the environment **parameter** corresponding to the acquired environment change, as a key, the distribution server 10 retrieves the related advertising information from the database 15 and distributes the retrieved advertising information to the large-sized display 31.

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16/5/10 (Item 9 from file: 347)

DIALOG(R)File 347:JAPIO

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07264603 **Image available**

METHOD FOR DIAGNOSING ADVERTISEMENT

PUB. NO.: 2002-133064 [JP 2002133064 A]

PUBLISHED: May 10, 2002 (20020510)

INVENTOR(s): HIRAI KOJI
KAGEYAMA SHUHEI
OMORI AKIKO
HISAOKA TAKUJI
SATO HIROTO
FUCHI TAKAHARU

APPLICANT(s): HIRAI KOJI

APPL. NO.: 2000-320527 [JP 2000320527]

FILED: October 20, 2000 (20001020)

INTL CLASS: G06F-017/60 ; G06F-013/00

ABSTRACT

PROBLEM TO BE SOLVED: To provide an advertisement diagnosing method for diagnosing an advertisement and precisely grasping the improving method of the advertisement.

SOLUTION: The constitution factors of main components are set to be the question items of a questionnaire so that the first and second main components become 'the purchase will of a commodity' and 'enjoyment with respect to the **advertisement**'. The **advertisement** is caused to **view** by objects by extracting them from **target** objects to whom the commodity is to be sold at random, and the answer of the questionnaire is received. The answer is inputted to a computer, the main components are analyzed and 'the purchase will of the commodity' and 'enjoyment with respect to the advertisement', which are the first and second main components, are obtained. An item for improving 'the purchase will of the commodity' and 'enjoyment with respect to the advertisement' can easily be discriminated

from the graph of a peculiar vector in the first and second main components.

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16/5/11 (Item 10 from file: 347)

DIALOG(R)File 347:JAPIO

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07205765 **Image available**

ADVERTISEMENT PRESENTATION SYSTEM, METHOD FOR CALCULATION PROCESSING OF
ADVERTISEMENT CHARGE, RECORDING MEDIUM FOR ADVERTISEMENT CHARGE CALCULATION
PROGRAM, AND THE ADVERTISEMENT CHARGE CALCULATION PROGRAM

PUB. NO.: 2002-074197 [JP 2002074197 A]

PUBLISHED: March 15, 2002 (20020315)

INVENTOR(s): TAKAYAMA KUNIHARU

SEKIGUCHI MINORU

MAEDA YOSHIHARU

NAITO HIROHISA

APPLICANT(s): FUJITSU LTD

APPL. NO.: 2001-176505 [JP 2001176505]

FILED: June 12, 2001 (20010612)

PRIORITY: 2000-180818 [JP 2000180818], JP (Japan), June 16, 2000
(20000616)

INTL CLASS: G06F-017/60 ; G06F-017/30

ABSTRACT

PROBLEM TO BE SOLVED: To set up an advertisement charge corresponding to an advertisement effect related to the place, area, time, or season of advertisement in a system for presenting the advertisement through a network.

SOLUTION: An advertisement charge calculation means 10 calculates an advertisement charge in accordance with a geographical factor/time factor. An advertisement presentation means 20 displays advertisement related to the geographical factor/time factor on a display device 30 of an information terminal. The means 10 can calculate an advertisement charge also in consideration of an advertisement application state acquired by an application state acquisition means 60 or advertisement user information acquired by a **user** information specification/acquisition means 70. A map display means 50 displays a map on the **display** device 30 together with the **advertisement** as necessary.

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16/5/12 (Item 11 from file: 347)

DIALOG(R)File 347:JAPIO

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07205598 **Image available**

SELLING METHOD FOR COMPETITIVE SPORT RELATED RIGHTS, SELLING SYSTEM FOR
COMPETITIVE SPORT RELATED RIGHTS, ITS SERVER SYSTEM AND TERMINAL

PUB. NO.: 2002-074030 [JP 2002074030 A]

PUBLISHED: March 12, 2002 (20020312)

INVENTOR(s): GOINO TADASHI

APPLICANT(s): GOINO TADASHI

APPL. NO.: 2000-267406 [JP 2000267406]

FILED: September 04, 2000 (20000904)
INTL CLASS: G06F-017/60

ABSTRACT

PROBLEM TO BE SOLVED: To provide a competitive sport related right selling method which is conducted over a network in which an athlete can easily obtain a sponsor even if he does not so become famous, and the sponsor can advertise through the competitive sport without spending so much.

SOLUTION: Sumo sport is held in a theme park, the situation of the sumo sport is widely televised on a terminal 30 via the Internet N by a server 21. Data on the rights (advertising right, copyright) generating attendant on an athlete (a sumo wrestler) 4, data on an athlete 5, and data calculating right price are stored in a database 23. The sever 21 calculates rights-selling price by using elements becoming an index for advertising effect such as rankings, winning record, popularity, actual power, and talent and the like as **parameters**, and invites a right **purchaser** in a terminal 30 of a third **party** through the Internet N. Information forming a yardstick of the advertising effect of the athlete 5 is displayed on the screen of the terminal 30. Advertising rights attaching advertising display 8 to underpants 5 or a flag 6 and the like of the athlete 5 is contained in the selling rights.

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16/5/13 (Item 12 from file: 347)

DIALOG(R)File 347:JAPIO

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07156195 **Image available**

METHOD FOR DISPLAYING ADVERTISEMENT AND SYSTEM FOR THE SAME AND AUTOMATIC TELLER MACHINE PROVIDED WITH ADVERTISEMENT DISPLAYING FUNCTION

PUB. NO.: 2002-024576 [JP 2002024576 A]
PUBLISHED: January 25, 2002 (20020125)
INVENTOR(s): SUGIMURA HIROSHI
APPLICANT(s): TOYO COMMUN EQUIP CO LTD
APPL. NO.: 2000-210492 [JP 2000210492]
FILED: July 11, 2000 (20000711)
INTL CLASS: G06F-017/60 ; G07B-005/00; G07D-009/00

ABSTRACT

PROBLEM TO BE SOLVED: To provide a method and system for **displaying advertisements** to a **user** while accomplishing an original counter service in an automatic teller machine and an automatic teller machine provided with a function for **displaying advertisements** to the **user**.

SOLUTION: **Advertisement** data to be used for **displaying advertisements** are fetched from the outside, and stored in a storage means. Display data included in the stored advertisement data are displayed in at least one prescribed display area of a touch panel display 11 according to a prescribed **rule**. When a **user** touches any **advertisement displayed** in at least one prescribed display area, the detail data of the touched advertisement are obtained from the advertisement data, and print-outputted.

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16/5/14 (Item 13 from file: 347)

DIALOG(R)File 347:JAPIO

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07091482 **Image available**

METHOD AND SYSTEM FOR DISPLAYING ADVERTISEMENT INFORMATION

PUB. NO.: 2001-319138 [JP 2001319138 A]
PUBLISHED: November 16, 2001 (20011116)
INVENTOR(s): MAEDA NAOKI
MIZUNO MASAAKI
APPLICANT(s): COSMO ROOT KK
NAGOYA BROADCASTING NETWORK
APPL. NO.: 2000-136379 [JP 2000136379]
FILED: May 09, 2000 (20000509)
INTL CLASS: G06F-017/60 ; G06F-013/00; G06F-017/30

ABSTRACT

PROBLEM TO BE SOLVED: To provide an **advertisement** information **display** system which easily extracts **advertisement** information on the price, etc., of a **target** article and advertisement information such as store information from stores in an area that a consumer desires and displays them to the consumer in an easy-to-see state.

SOLUTION: The store information and advertisement information are sent from a store terminal device 5 of each store and stored in an area DB 41, a store DB 42, and an advertisement DB 43 on a DB server 3. When display request information including area information is sent from a **consumer** terminal device 4 to a **WWW** /CGI (34) on an advertisement **server** 2 of the **advertisement** information **display** system 1, a **display** information generation part 30 is actuated, a **parameter** analyzing process part 35 analyzes **parameters** included in the display request information, and a DB retrieving process part 36 extracts data corresponding to the **parameters** from the respective databases on the DB server 3. The extracted data are sent from a display data generation part 37 to the consumer terminal device 4 and advertisement information limited to the area is displayed.

COPYRIGHT: (C)2001,JPO

16/5/15 (Item 14 from file: 347)

DIALOG(R)File 347:JAPIO

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07008819 **Image available**

ADVERTISEMENT-DISTRIBUTING METHOD FOR DISTRIBUTING ADVERTISEMENT VIA NETWORK

PUB. NO.: 2001-236444 [JP 2001236444 A]
PUBLISHED: August 31, 2001 (20010831)
INVENTOR(s): TAKIGAWA DAISUKE
SUZUKI TAKEYA
KATSUTA AKIRA
OZAWA HIDEAKI
APPLICANT(s): NIPPON TELEGR & TELEPH CORP (NTT)
APPL. NO.: 2000-048217 [JP 200048217]
FILED: February 24, 2000 (20000224)
INTL CLASS: G06F-017/60 ; G06F-013/00; G06F-017/30; H04L-012/54;
H04L-012/58; H04N-007/173

ABSTRACT

PROBLEM TO BE SOLVED: To generate a schedule for automatically and efficiently **distributing advertisements** to a **viewer** under arbitrary conditions from a distribution side and a **user** side, when the advertisements are distributed while inserted into an advertisement medium, such as digital broadcast, video, etc., provided using a network.

SOLUTION: Plural common properties are prepared for advertisements, digitized and added by the advertisements, and stored in an advertisement DB 105. An advertisement, whose distribution time zone which should not previously be distributed is not specified is **weighted** according to properties, to determine the frequency and order of distribution on which distribution conditions from the distribution side and viewer side are reflected, thus generating the advertisement order schedule. Advertisements, having distribution time zones and distribution frequencies specified in advance, are scheduled to generate a distribution time schedule. These two schedules are put together into a distribution schedule, and the advertisements are distributed from the distribution side to viewers and displayed at viewer-side display parts according to the schedule.

COPYRIGHT: (C)2001,JPO

16/5/16 (Item 15 from file: 347)

DIALOG(R)File 347:JAPIO

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06907125 **Image available**

DEVICE AND METHOD FOR VISIT GUARANTEE TYPE ADVERTISEMENT AND TRAVELING OBJECT

PUB. NO.: 2001-134650 [JP 2001134650 A]

PUBLISHED: May 18, 2001 (20010518)

INVENTOR(s): NIHEI KATSUMI

APPLICANT(s): NEC CORP

APPL. NO.: 11-314393 [JP 99314393]

FILED: November 04, 1999 (19991104)

INTL CLASS: **G06F-017/60** ; G09B-029/00; G09B-029/10; H04Q-007/34;
H04Q-007/38; H04H-001/00

ABSTRACT

PROBLEM TO BE SOLVED: To confirm whether a **user** actually visits a place related to an **advertisement presented** to the **user** as an **advertisement** effect and to provide an advertiser with a mechanism called a visit guarantee type advertisement.

SOLUTION: This visit guarantee type advertising device of a traveling object receiving an electronic advertisement distributed from a center, consists of an advertisement database which receives and stores a plurality of pieces of **advertisement** data, an **advertisement presenting** part which **presents** the **advertisement** data to the **user**, a time acquiring part which acquires the present time, a location acquiring part which acquires the current location of the traveling object, a visit advertisement detecting part which detects the advertisement data with which the user visits from the advertisement database with information from the time acquiring part and the location acquiring part as parameters and outputs the advertisement data as advertisement effect data, an advertisement effect database which stores the advertisement effect data outputted by the visit advertisement detecting part and an advertisement

effect transmitting part which transmits the advertisement effect data outputted by the visit advertisement detecting part to the center.

COPYRIGHT: (C)2001,JPO

16/5/17 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015990946 **Image available**

WPI Acc No: 2004-148796/200415

XRPX Acc No: N04-118508

Advertising notice method for product, involves acquiring state transition rule corresponding to current state of user , and determining next state of user based on acquired rule

Patent Assignee: NIPPON TELEGRAPH & TELEPHONE CORP (NITE)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2004021647	A	20040122	JP 2002176254	A	20020617	200415 B

Priority Applications (No Type Date): JP 2002176254 A 20020617

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2004021647	A	15	G06F-017/60	

Abstract (Basic): JP 2004021647 A

NOVELTY - Current states of user and display window, and the product category, are acquired from a database (13), in response to advertising information clicked by **user** , using a browser (31). The state transition **rule** corresponding to **user** 's state, is acquired from a database (15). The next state of **user** is determined based on the acquired **rule** .

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (1) advertising notice system;
- (2) advertising notice program; and
- (3) computer readable recorded medium storing advertising notice program.

USE - For providing advertising information of product.

ADVANTAGE - Fine advertising activities are developed, based on the user operation, thereby increasing sales of product.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the advertising notice system. (Drawing includes non-English language text).

network (1)
user terminal (3)
browser (31)
advertising server (5)
databases (11,13,15)
pp; 15 DwgNo 1/3

Title Terms: ADVERTISE; NOTICE; METHOD; PRODUCT; ACQUIRE; STATE; TRANSITION ; RULE; CORRESPOND; CURRENT; STATE; USER; DETERMINE; STATE; USER; BASED; ACQUIRE; RULE

Derwent Class: T01; W01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-003/00

File Segment: EPI

16/5/18 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015788130 **Image available**

WPI Acc No: 2003-850333/200379

Method and device for ad through bingo game based on communication network

Patent Assignee: LEE H T (LEE-H-I)

Inventor: LEE H T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2003060372	A	20030716	KR 20021043	A	20020108	200379 B

Priority Applications (No Type Date): KR 20021043 A 20020108

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2003060372	A		1 G06F-017/60	

Abstract (Basic): KR 2003060372 A

NOVELTY - A method and a device for an AD(ADvertisement) through a bingo game based on a communication network are provided to enhance a good impression of a game and to take a continuous AD effect through the game by offering a premium to a winner through the bingo game having a easy game rule.

DETAILED DESCRIPTION - A user terminal(12) receives the game information and the AD information for a product through the communication network(13). An AD company terminal(15) provides the PR data for a new product through the communication network(13). A server(S) comprises a storing tool(11) storing various kinds of information for performing an AD program, and a processor making the user join in the bingo game by frequently displaying the premium of an AD company, and offering the premium to the winner. The storing tool(11) comprises the storing tools(11a-11j) for the member information, the company information, the questionnaire information, the shopping information, the delivery information, the chatting information, the AD information, the winner information, the game information, and the premium information.

pp; 1 DwgNo 1/10

Title Terms: METHOD; DEVICE; THROUGH; BINGO; GAME; BASED; COMMUNICATE; NETWORK

Derwent Class: T01; T05; W04

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/19 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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015696222 **Image available**

WPI Acc No: 2003-758415/200372

XRPX Acc No: N03-607742

Market data creation method for electronic commerce, involves defining weighted links between classes in functional classification, and between goals and generic cross promotion

Patent Assignee: VULKAN N (VULK-I)

Inventor: VULKAN N

Number of Countries: 032 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1349096	A1	20031001	EP 2003251787	A	20030321	200372 B
US 20030212626	A1	20031113	US 2003396695	A	20030326	200382

Priority Applications (No Type Date): GB 20027415 A 20020328

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 1349096	A1	E	28	G06F-017/60	
Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR					
US 20030212626	A1			G06F-017/60	

Abstract (Basic): EP 1349096 A1

NOVELTY - The generic cross promotions representing cross-promotion templates, and classifications of goods/services database based on **target** groups, are obtained. The **weighted** links of cross-promotions, with classes in functional/ **consumer target** group's classifications are defined. The **weighted** links between classes in functional classifications, goals and cross promotions are obtained by representing match between goals and generic cross promotion.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for trading method.

USE - For electronic commerce for creating market data using electronic communication network.

ADVANTAGE - Since a virtual cross promotion is displayed electronically, no shipping and handling is needed, thereby nature of on-line retailing overcome the barriers to cross- promotions of retail products and trading, is carried out easily.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining market data creation process.

pp; 28 DwgNo 3/14

Title Terms: MARKET; DATA; CREATION; METHOD; ELECTRONIC; DEFINE; WEIGHT; LINK; CLASS; FUNCTION; CLASSIFY; GOAL; CROSS; PROMOTE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/20 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015670085 **Image available**

WPI Acc No: 2003-732272/200370

Related WPI Acc No: 2003-732252; 2003-732254; 2003-732255; 2003-732256; 2003-732257; 2003-732258

XRPX Acc No: N03-585426

Computer readable medium storing railway transportation price information quotation program, identifies entry associated to specific promotional event and discount eligibility criterion, and delivers specific event information to user

Patent Assignee: CANADIAN NAT RAILWAY CO (CANA-N)

Inventor: ERNESEKS A; PODGURNY L J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
CA 2418258	A1	20030801	CA 2418258	A	20030131	200370 B

Priority Applications (No Type Date): US 2002436637 P 20021230; CA 2369836
A 20020201; CA 2370053 A 20020201; CA 2370061 A 20020201; CA 2370065 A
20020201; CA 2370068 A 20020201; CA 2370084 A 20020201

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes
CA 2418258 A1 E 95 G06F-017/60

Abstract (Basic): CA 2418258 A1

NOVELTY - A computer (112) delivers the information prompting the user to enter a **parameter** specifying a characteristics of a transportation service. An entry associated to specific promotional event and a discount eligibility criterion suitable for the parameter, is identified from a database of **promotional** events. The computer then **delivers** another information to the **user** indicating the specific event.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (1) price quotation information providing method;
- (2) price quotation information requesting method;
- (3) server system; and
- (4) client server system.

USE - For obtaining a price quotation for a railway transportation service for shipping goods using laptop, notebook computer, set-top box and handheld computer, through Internet.

ADVANTAGE - Provides flexibility in the price quotation process with reduced cost as more customized quotation is obtained easily.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of an electronic railway price quotation system.

network (106)
computers (112-116)
users (122-126)
pp; 95 DwgNo 1/13

Title Terms: COMPUTER; READ; MEDIUM; STORAGE; RAILWAY; TRANSPORT; PRICE; INFORMATION; QUOTATION; PROGRAM; IDENTIFY; ENTER; ASSOCIATE; SPECIFIC; PROMOTE; EVENT; DISCOUNT; CRITERIA; DELIVER; SPECIFIC; EVENT; INFORMATION ; USER

Derwent Class: T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): H04L-012/16

File Segment: EPI

16/5/21 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015665378 **Image available**

WPI Acc No: 2003-727565/200369

XRFX Acc No: N03-582235

Published information distribution system e.g. for music data, associates royalty with respect to digitally published information delivered to user , with advertisement and stores associated data in delivery server

Patent Assignee: NAGASHIMA K (NAGA-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2003281393	A	20031003	JP 200279633	A	20020320	200369 B

Priority Applications (No Type Date): JP 200279633 A 20020320

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003281393	A		14	G06F-017/60	

Abstract (Basic): JP 2003281393 A

NOVELTY - A delivery server (26) delivers the advertising information (20a) and digitally published information (14) selected from respective recording areas (22,16), to an authenticated user (12). The royalty with respect to the delivered digitally published information is associated with the advertisement data and stored in royalty recording area (28) of the server.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for the published matter delivery method.

USE - For distributing digitally published information such as music information to user through internet.

ADVANTAGE - Enables providing a free music delivery with respect to an authenticated **user**, while improving the **view factor** of **advertising** information.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of published information distribution system. (Drawing includes non-English language text).

user (12)
digitally published information (14)
music recording area (16)
advertising information (20a)
advertising information recording area (22)
delivery server (26)
royalty recording area (28)
pp; 14 DwgNo 1/4

Title Terms: INFORMATION; DISTRIBUTE; SYSTEM; MUSIC; DATA; ASSOCIATE;
RESPECT; DIGITAL; INFORMATION; DELIVER; USER; ADVERTISE; STORAGE;
ASSOCIATE; DATA; DELIVER; SERVE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/22 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015648983 **Image available**

WPI Acc No: 2003-711166/200367

XRPX Acc No: N03-568725

Promotional offer provision method e.g. for electronic coupon, involves assigning variable parameters associated with offer to designated customers distributed with record of offer

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)

Inventor: JAIN V; MITTAL P A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030154125	A1	20030814	US 2001863921	A	20010523	200367 B

Priority Applications (No Type Date): US 2001863921 A 20010523

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030154125	A1		23	G06F-017/60	

Abstract (Basic): US 20030154125 A1

NOVELTY - The method involves defining the structure of a

promotional offer having several variable **parameters** . The **parameters** are individually assigned to the **customers** designated as recipients of the offer. A record of the offer is distributed to the designated customers.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(1) computer program for providing promotional offer;

(2) and promotional offer providing apparatus.

USE - For providing promotional offers e.g. electronic coupons for discount on on-line purchase of products and services.

ADVANTAGE - The revenue is maximized by assigning the **parameters** associated with the offer to the designated **customers** .

DESCRIPTION OF DRAWING(S) - The figure shows a flowchart illustrating the promotional offer provision process.

pp; 23 DwgNo 1/13

Title Terms: PROMOTE; OFFER; PROVISION; METHOD; ELECTRONIC; COUPON; ASSIGN; VARIABLE; PARAMETER; ASSOCIATE; OFFER; DESIGNATED; CUSTOMER; DISTRIBUTE; RECORD; OFFER

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/23 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015581301 **Image available**

WPI Acc No: 2003-643458/200361

Method for managing animal go and stop game

Patent Assignee: DREAMCHAL CO LTD (DREA-N)

Inventor: LEE S Y

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2003041497	A	20030527	KR 200172310	A	20011120	200361 B

Priority Applications (No Type Date): KR 200172310 A 20011120

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2003041497	A	1	G06F-017/60	

Abstract (Basic): KR 2003041497 A

NOVELTY - A method for managing an animal go and stop game is provided to progress a discriminative game rapidly and dynamically by using a general go and stop game rule and new rule for obtaining an actual score based on the number of birds displayed on cards.

DETAILED DESCRIPTION - A game managing unit comprises a web server, a database server, a game server, and a client game managing unit. A user inputs an ID and a password in the web server and performs a log-in process(S10). The client game managing unit is downloaded in a computer terminal of the **user** , and the **user** selects a game(S20). A game creation **pop - up** window is **displayed** on a screen in accordance with a mouse click signal of the **user** , and a game waiting state is reached(S30,S40). A paper slip function, an invitation function, and a start function are implemented in the game waiting state. A game start pop-up window is loaded in the case that a predetermined number of players participate in a game(S50). The game is progressed based on new rule or a general go and stop game(S60). A result of the game is output on the screen(S70).

pp; 1 DwgNo 1/10
Title Terms: METHOD; MANAGE; ANIMAL; STOP; GAME
Derwent Class: T01; W04
International Patent Class (Main): G06F-017/60
File Segment: EPI

16/5/24 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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015580178 **Image available**
WPI Acc No: 2003-642335/200361
XRPX Acc No: N03-511549

Information delivery method in internet , involves delivering advertisement in form selected by user , to user terminal equipment
Patent Assignee: FUJITSU LTD (FUJIT)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No Kind Date Applicat No Kind Date Week
JP 2003242371 A 20030829 JP 200242069 A 20020219 200361 B

Priority Applications (No Type Date): JP 200242069 A 20020219
Patent Details:
Patent No Kind Lan Pg Main IPC Filing Notes
JP 2003242371 A 19 G06F-017/60

Abstract (Basic): JP 2003242371 A

NOVELTY - A content and an advertisement in a form determined according to **parameters** related to time, image, attribute or voice restrictions selected by a **user** , are delivered from a provider to a user terminal equipment through internet.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for information delivery program.

USE - For delivering contents such as movie and music for advertising sporting goods and motor vehicle.

ADVANTAGE - The advertising effect is improved, since the **advertisement is delivered** efficiently in a form **user** likes, and is rich in varieties such as short term concentration type or goods detailed description type. Advertisement information is provided within the program.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the information delivery system. (Drawing includes non-English language text).

computer system (2)
terminal equipment (3)
broadcast content unit (21)
banner advertisement information bureau (22)
advertising insertion information bureau (29)
pp; 19 DwgNo 1/25

Title Terms: INFORMATION; DELIVER; METHOD; DELIVER; ADVERTISE; FORM; SELECT ; USER; USER; TERMINAL; EQUIPMENT
Derwent Class: T01
International Patent Class (Main): G06F-017/60
International Patent Class (Additional): G06F-013/00
File Segment: EPI

16/5/25 (Item 9 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015554353 **Image available**
WPI Acc No: 2003-616508/200358
Related WPI Acc No: 2003-616507
XRPX Acc No: N03-490927

Window-blocking computer program distribution method involves downloading computer program from remote computer based on efficacy information of computer program

Patent Assignee: COWDEN J B (COWD-I); DAHLSTROM K V (DAHL-I); EAGLE S G (EAGL-I); GILBERT C (GILB-I); HOLLRAH P D (HOLL-I); MARTIN A G (MART-I); MCFADDEN J A (MCFA-I); PENNELL M E (PENN-I); SILVERBERG M E (SILV-I); GATOR CORP (GATO-N)

Inventor: COWDEN J B; DAHLSTROM K V; EAGLE S G; GILBERT C; HOLLRAH P D; MARTIN A G; MCFADDEN J A; PENNELL M E; SILVERBERG M E; PRIMAK L S

Number of Countries: 100 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030101242	A1	20030529	US 2001993906	A	20011127	200358 B
WO 200347157	A1	20030605	WO 2002US35981	A	20021108	200358

Priority Applications (No Type Date): US 2001993906 A 20011127; US 2001993887 A 20011127; US 2001993888 A 20011127; US 2001993904 A 20011127

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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US 20030101242	A1		22	G06F-015/177	
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WO 200347157	A1 E			H04L-009/00	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

Abstract (Basic): US 20030101242 A1

NOVELTY - The need for window-blocking computer program including instructions for detecting occurrence of new window and type of window is determined. The window containing information of goods/services is categorized as good or bad window by using specific set of **rules**. The efficiency information of computer program is provided to an **user**. The computer program is downloaded from a remote computer based on efficacy information.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for computer memory.

USE - For distributing window-blocking computer program in computer, personal digital assistant (PDA), digital telephone for detecting and processing of windows, for downloading advertisements of goods/services, for online purchase.

ADVANTAGE - The **advertisement** information is efficiently **presented** to **user** through window by providing efficacy information of computer program to **user**.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic diagram of computer memory of client computer.

pp; 22 DwgNo 3/10

Title Terms: WINDOW; BLOCK; COMPUTER; PROGRAM; DISTRIBUTE; METHOD; COMPUTER ; PROGRAM; REMOTE; COMPUTER; BASED; INFORMATION; COMPUTER; PROGRAM

Derwent Class: T01

International Patent Class (Main): G06F-015/177; H04L-009/00

International Patent Class (Additional): G06F-017/60

File Segment: EPI

16/5/26 (Item 10 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015515333 **Image available**

WPI Acc No: 2003-577480/200354

XRPX Acc No: N03-458960

**Internet protocol interactive advertisement implementation method
involves establishing interactive advertisement receptor environment
using environment parameters of player controller, to communicate with
main control server**

Patent Assignee: HAOLI GROUP CO LTD (HAOL-N); BEST PROFITS GROUP LTD
(BEST-N)

Inventor: BI F F

Number of Countries: 102 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200356827	A1	20030710	WO 2002CN918	A	20021226	200354 B
CN 1428729	A	20030709	CN 2001143931	A	20011226	200363

Priority Applications (No Type Date): CN 2001143931 A 20011226

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200356827 A1 C 35 H04N-007/173

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN
YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SI SK SL SZ TR TZ UG ZM
ZW

CN 1428729 A G06F-017/60

Abstract (Basic): WO 200356827 A1

NOVELTY - An IP interactive advertisement center is established based on idle resource searched by a main server. If the establishment is successful, then an interactive advertisement banner is displayed, and a player controller which obtains environment **parameters** of the center from a web page is determined, when **user** clicks the banner. The controller communicates with the server to establish an interactive advertisement receptor environment.

USE - For implementing internet protocol interactive advertisement.

ADVANTAGE - Enables user to share internet protocol interactive advertisement center information through network, easily.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining internet protocol interactive advertisement implementation process. (Drawing includes non-English language text).

pp; 35 DwgNo 1/9

Title Terms: PROTOCOL; INTERACT; ADVERTISE; IMPLEMENT; METHOD; ESTABLISH;
INTERACT; ADVERTISE; RECEPTOR; ENVIRONMENT; ENVIRONMENT; PARAMETER; PLAY;
CONTROL; COMMUNICATE; MAIN; CONTROL; SERVE

Derwent Class: W01; W02

International Patent Class (Main): G06F-017/60 ; H04N-007/173

International Patent Class (Additional): H04L-012/18; H04L-012/54;

H04L-029/00

File Segment: EPI

16/5/27 (Item 11 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015502195 **Image available**

WPI Acc No: 2003-564342/200353

XRPX Acc No: N03-448984

Advertising service provision apparatus for TV broadcasting, determines whether attribute of broadcasting content coincides with stored user preferences, to accordingly output content under reception or stored advertisement

Patent Assignee: NIPPON TELEGRAPH & TELEPHONE CORP (NITE)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2003196536	A	20030711	JP 2001396541	A	20011227	200353 B

Priority Applications (No Type Date): JP 2001396541 A 20011227

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003196536	A		6	G06F-017/60	

Abstract (Basic): JP 2003196536 A

NOVELTY - A detector (332) determines breakpoint of broadcasting content using detection **rule** . A determinator determines whether attribute of content coincides with **user** 's preference stored in database (32), based on detection result. The content under reception or the advertisement stored in database (31), are output based on determination result.

USE - For television broadcasting e.g. for sport relay broadcast and hit chart song program.

ADVANTAGE - Enables to provide **advertisement delivery** service according to **user** 's preference quickly and efficiently.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of advertising service provision apparatus. (Drawing includes non-English language text).

databases (31,32)

paragraph detector (332)

attribute estimator (333)

pp; 6 DwgNo 2/6

Title Terms: ADVERTISE; SERVICE; PROVISION; APPARATUS; TELEVISION;

BROADCAST; DETERMINE; ATTRIBUTE; BROADCAST; CONTENT; COINCIDE; STORAGE;

USER; ACCORD; OUTPUT; CONTENT; RECEPTION; STORAGE; ADVERTISE

Derwent Class: T01; W02

International Patent Class (Main): **G06F-017/60**

International Patent Class (Additional): G06F-017/30; H04N-007/173

File Segment: EPI

16/5/28 (Item 12 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015484880 **Image available**

WPI Acc No: 2003-547027/200352

XRPX Acc No: N03-434355

Data conversion service provision method involves displaying conversion completed advertising data along with used conversion parameter , to

user for confirmation, and accordingly converting user input data
Patent Assignee: MITSUBISHI ELECTRIC CORP (MITQ)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No Kind Date Applicat No Kind Date Week
JP 2003131985 A 20030509 JP 2001326602 A 20011024 200352 B

Priority Applications (No Type Date): JP 2001326602 A 20011024

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes
JP 2003131985 A 11 G06F-013/00

Abstract (Basic): JP 2003131985 A

NOVELTY - The **advertising** data (30) **displayed** when a **user** inputs data for conversion, is converted according to a preset data transfer characteristic **parameter** (9). The converted **advertising** data (4) is **displayed** along with the used specific **parameter**, to the **user** for confirmation. When the **user** confirms the **parameter**, the **user** input data is converted based on the **parameter** and output.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for data conversion service provision system.

USE - For providing data conversion service along with advertising presentation function.

ADVANTAGE - Attracts the attention of **users** towards the **displayed advertisement** effectively and performs data conversion efficiently.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the data conversion service provision system. (Drawing includes non-English language text).

converted advertising data (4)
data transfer characteristic parameter (9)
advertising data (30)
pp; 11 DwgNo 1/9

Title Terms: DATA; CONVERT; SERVICE; PROVISION; METHOD; DISPLAY; CONVERT; COMPLETE; ADVERTISE; DATA; CONVERT; PARAMETER; USER; CONFIRM; ACCORD; CONVERT; USER; INPUT; DATA

Derwent Class: T01

International Patent Class (Main): G06F-013/00

International Patent Class (Additional): G06F-012/00; **G06F-017/60**

File Segment: EPI

16/5/29 (Item 13 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015470025 **Image available**

WPI Acc No: 2003-532171/200350

XRPX Acc No: N03-422301

Advertisement information provision method involves accessing database which stores details of advertisements based on received search rules from user

Patent Assignee: SZMANDA J P (SZMA-I)

Inventor: SZMANDA J P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No Kind Date Applicat No Kind Date Week
US 20030078838 A1 20030424 US 2001982640 A 20011018 200350 B

Priority Applications (No Type Date): US 2001982640 A 20011018

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes
US 20030078838 A1 19 G06F-017/60

Abstract (Basic): US 20030078838 A1

NOVELTY - A series of search **rules** indicating facts about an advertisement is received from an **user**, for accessing a database which stores details of the advertisements. The search **rules** are applied to the database using a search engine, for informing the **user** a subset of the contents in the database.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (1) demographic research facilitating method; and
- (2) demographic analysis performing method.

USE - For retrieving information about **advertisements presented** in any medium such as radio, television, newspapers, magazines, billboards and Internet banner by **user** through Internet.

ADVANTAGE - The desired information can be accessed by user easily. The users are targeted with greater accuracy and precision to perform a competitive analysis.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart of advertisement information provision process.

pp; 19 DwgNo 2/6

Title Terms: ADVERTISE; INFORMATION; PROVISION; METHOD; ACCESS; DATABASE; STORAGE; DETAIL; ADVERTISE; BASED; RECEIVE; SEARCH; RULE; USER

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

International Patent Class (Additional): G06F-017/30

File Segment: EPI

16/5/30 (Item 14 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015340203 **Image available**

WPI Acc No: 2003-401141/200338

Related WPI Acc No: 2003-658922

XRPX Acc No: N03-319882

Transaction method using pointer-based computer systems, involves identifying and performing transaction specified by user through graphic user interface, based on user persona parameters displayed on computer screen

Patent Assignee: APPLE COMPUTER INC (APPY)

Inventor: ANSANELLI J G; CAPPS S P; FANG T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6512525	B1	20030128	US 95512021	A	19950807	200338 B

Priority Applications (No Type Date): US 95512021 A 19950807

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes
US 6512525 B1 40 G06F-017/60

Abstract (Basic): US 6512525 B1

NOVELTY - Transaction specified by **user** is identified using graphic **user** interface in accordance with group of **persona parameters** displayed on computer screen. Current **persona** defines capacity in which **user** is operating e.g. as private **person**, as

business **person** or using computer for other interests, and set of values for **parameters** is determined, based on which transaction specified by **user** is performed.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for:

(1) computer capable of allowing user to select user interface set-up for multiple persona of user; and

(2) computer- readable medium storing program for conducting transaction.

USE - For conducting transaction using pointer-based computer systems such as pen-based, pen-aware, mouse, track ball and track pad controlled systems

ADVANTAGE - The conduction of transaction through graphical user interface allows the user to easily and quickly switch from persona to persona by selecting a particular persona from the list of available persona displayed on the computer screen.

DESCRIPTION OF DRAWING(S) - The figure **shows** the computer screen displaying **pop - up** menu for selecting various types of **persona parameters** such as credit cards.

pp; 40 DwgNo 8b/19

Title Terms: TRANSACTION; METHOD; POINT; BASED; COMPUTER; SYSTEM; IDENTIFY; PERFORMANCE; TRANSACTION; SPECIFIED; USER; THROUGH; GRAPHIC; USER; INTERFACE; BASED; USER; PARAMETER; DISPLAY; COMPUTER; SCREEN

Derwent Class: T01; T04

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/31 (Item 15 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015326435 **Image available**

WPI Acc No: 2003-387370/200337

XRPX Acc No: N03-309785

Advertising information delivery server analyzes parameter information acquired when user accesses advertisement site, and reflects analysis result of advertising information registration during subsequent advertisement delivery

Patent Assignee: NIPPON TELEGRAPH & TELEPHONE CORP (NITE)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2003122902	A	20030425	JP 2001313063	A	20011010	200337 B

Priority Applications (No Type Date): JP 2001313063 A 20011010

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2003122902	A	10	G06F-017/60	

Abstract (Basic): JP 2003122902 A

NOVELTY - A delivery section (302) delivers the advertising information including added **parameter** fields such as delivery area, to a mobile telephone. When a mobile **user** accesses an **advertisement** site for **delivering** advertising information, a receiver (304) receives the **parameter** information.

DETAILED DESCRIPTION - An analyzer (305) analyzes the collected **parameter** for reflecting the analysis result in the advertising information registration during subsequent delivery. INDEPENDENT CLAIMS are also included for the following:

(1) advertising information delivery method;

(2) advertising information delivery program; and
(3) recorded medium storing advertising information delivery program.

USE - For advertisements.

ADVANTAGE - Time and effort required for **advertising delivery**, data entry and accessing are reduced by analyzing pre-registration information of the mobile **user** during **delivery** of **advertisement**.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the advertisement information delivery server. (Drawing includes non-English language text).

delivery section (302)

receiver (304)

analysis section (305)

pp; 10 DwgNo 2/6

Title Terms: ADVERTISE; INFORMATION; DELIVER; SERVE; ANALYSE; **PARAMETER** ;
INFORMATION; ACQUIRE; USER; ACCESS; ADVERTISE; SITE; REFLECT; ANALYSE;
RESULT; ADVERTISE; INFORMATION; REGISTER; SUBSEQUENT; ADVERTISE; DELIVER
Derwent Class: T01; W01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): H04Q-007/38
File Segment: EPI

16/5/32 (Item 16 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015308913 **Image available**

WPI Acc No: 2003-369847/200335

Method for lottery ticket service through redrawing failed lottery ticket

Patent Assignee: HAN K R (HANK-I); HOSEO (HOSE-N); PARK Y G (PARK-I)

Inventor: HAN K R; PARK Y G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2003006726	A	20030123	KR 200142609	A	20010714	200335 B

Priority Applications (No Type Date): KR 200142609 A 20010714

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2003006726	A		1	G06F-017/60	

Abstract (Basic): KR 2003006726 A

NOVELTY - A method for a lottery ticket service through redrawing the failed lottery ticket is provided to offer prize money to a winner by redrawing the failed lottery tickets in case that a **user** holding the failed lottery ticket **views** an **advertisement**.

DETAILED DESCRIPTION - The member information for an affiliated member is stored in a member information database by opening an account of each member(S101). The advertisement requested by advertisers is stored in an advertisement information database(S102). The advertisement is bulletined on an operation site(S103). In case that a member holding the failed lottery ticket views the bulletined advertisement, an accumulation money generated by a rule is stored in a prize money database(S104). In case that the member viewed the advertisement applies to the redrawing of the failed lottery ticket, a number of the failed lottery ticket is stored in a drawing information database(S105). A drawing result is informed to a winner by drawing the lottery ticket at a fixed date(S106).

pp; 1 DwgNo 1/10

Title Terms: METHOD; LOTS; TICKET; SERVICE; THROUGH; REDRAW; FAIL; LOTS;

TICKET
Derwent Class: T01
International Patent Class (Main): G06F-017/60
File Segment: EPI

16/5/33 (Item 17 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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015294628
WPI Acc No: 2003-355562/200334
XRPX Acc No: N03-283974

Credit monitoring system
Patent Assignee: YAN H (YANH-I)
Inventor: YAN H; YUAN X; ZHAO Z
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
CN 1389813	A	20030108	CN 2002117574	A	20020509	200334 B

Priority Applications (No Type Date): CN 2001118573 A 20010605
Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
CN 1389813	A		G06F-017/60	

Abstract (Basic): CN 1389813 A
NOVELTY - The invention discloses the credit monitoring system being able to constrain the breach of promise. The information of the breach of promise of the constricted party is issued on the window of the advertisement. The controller of breach of promise realizes the positioning restriction through the localizer. That is to say only the constricted information prearranged between the constricting party and the constricted party can be collected. The caution information of the constricted party is shown on the window of the advertisement. The invention uses device and through the technique means to monitor the information of the breach of promise of the constricted party so as to prevent the human factors. Thus, the objectivity of the credit information is ensured.
DwgNo 0/0

Title Terms: CREDIT; MONITOR; SYSTEM
Derwent Class: T01
International Patent Class (Main): G06F-017/60
File Segment: EPI

16/5/34 (Item 18 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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015270605 **Image available**
WPI Acc No: 2003-331534/200331
XRPX Acc No: N03-265627

Advertisement selection criteria debugging method for Internet advertising, involves displaying advertisement selection criteria, on top of advertisement displayed in web page, during selection criteria debugging process
Patent Assignee: HEWLETT-PACKARD CO (HEWP); NEWSOME M R (NEWS-I)
Inventor: NEWSOME M R
Number of Countries: 031 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030023485	A1	20030130	US 2001917021	A	20010726	200331 B
EP 1282042	A2	20030205	EP 2002254823	A	20020709	200331

Priority Applications (No Type Date): US 2001917021 A 20010726

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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US 20030023485	A1		10	G06F-017/60	
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EP 1282042	A2	E		G06F-011/36	
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Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR

Abstract (Basic): US 20030023485 A1

NOVELTY - The advertisement selection criteria comprising technology associated with advertisement, geographic area associated with advertisement and sex of **advertisement** directed **consumer**, is **displayed** on top of **advertisement displayed** in **web** page, during **advertisement** selection criteria debugging process.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for system for debugging advertisement selection criteria.

USE - For debugging advertisement selection criteria for Internet advertising.

ADVANTAGE - Enables to change **weighting factor** for any of the selection criteria, as a result the advertisement can be properly directed to consumers.

DESCRIPTION OF DRAWING(S) - The figure shows a flowchart of operating process of the advertisement selection engine.

pp; 10 DwgNo 1/4

Title Terms: ADVERTISE; SELECT; CRITERIA; DEBUG; METHOD; ADVERTISE; DISPLAY
; ADVERTISE; SELECT; CRITERIA; TOP; ADVERTISE; DISPLAY; WEB; PAGE; SELECT
; CRITERIA; DEBUG; PROCESS

Derwent Class: T01

International Patent Class (Main): G06F-011/36; **G06F-017/60**

International Patent Class (Additional): G06F-015/00

File Segment: EPI

16/5/35 (Item 19 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015206856 **Image available**

WPI Acc No: 2003-267392/200326

Related WPI Acc No: 2003-393580; 2003-401485; 2003-416632

XRPX Acc No: N03-212576

User information collection method in network message system, involves collecting behavioral user information that satisfies set of rules and storing portion of collected information in client

Patent Assignee: MARTIN A G (MART-I); VETESKA E (VETE-I); GATOR CORP (GATO-N)

Inventor: MARTIN A G; VETESKA E

Number of Countries: 101 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030018778	A1	20030123	US 2001301888	P	20010629	200326 B
			US 200256932	A	20020125	
WO 200334258	A1	20030424	WO 2002US33144	A	20021016	200328

Priority Applications (No Type Date): US 2001301888 P 20010629; US

200256932 A 20020125; US 2001347921 P 20011018

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes
US 20030018778 A1 19 G06F-015/173 Provisional application US 2001301888

WO 200334258 A1 E G06F-015/16

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU
ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

Abstract (Basic): US 20030018778 A1

NOVELTY - Behavioral information about a **user** such as network utilization behavior and attributes of the **user**, that satisfies a set of **rules** is collected from a browser application on a **client** (104) and portion of the collected information is stored in the client. Content for presentation is received based on the portion of the collected information. The set of **rules** is updated based on the collected information.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) user information collection system; and
- (2) computer program product for collecting user information.

USE - For collecting behavioral information about **user** such as network utilization behavior and attributes of **user** for use in **network** message system for **presenting** information including **advertisement** to **user** through **Internet**.

ADVANTAGE - Improves efficiency of the network message system. Improves performance of targeting the customers by reducing time-consuming and bandwidth consuming traffic between the **client** and the server. Enables the network message system to meet information privacy **rules** and standards, by permitting storage of portion of **user** profile information in the **client**.

DESCRIPTION OF DRAWING(S) - The figure shows a computer network framework.

client (104)

pp; 19 DwgNo 1/7

Title Terms: USER; INFORMATION; COLLECT; METHOD; NETWORK; MESSAGE; SYSTEM;
COLLECT; BEHAVE; USER; INFORMATION; SATISFY; SET; **RULE**; STORAGE;
PORTION; COLLECT; INFORMATION; CLIENT

Derwent Class: T01

International Patent Class (Main): G06F-015/16; G06F-015/173

International Patent Class (Additional): G06F-015/167; **G06F-017/60**

File Segment: EPI

16/5/36 (Item 20 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015195250 **Image available**

WPI Acc No: 2003-255786/200325

Related WPI Acc No: 1998-322944; 1998-361875; 1998-466765; 1999-044719;

1999-493561; 1999-619985; 2000-072254; 2000-532450; 2001-031532;

2001-102429; 2001-495949; 2001-601458; 2002-256344; 2002-338795;

2002-393312; 2002-425279; 2002-519495; 2002-589430; 2002-690520;

2002-759278; 2003-208755; 2003-331095; 2003-353143; 2003-353379;

2003-416920; 2003-429010; 2003-439339; 2003-449660; 2003-466288;
 2003-503587; 2003-512366; 2003-512620; 2003-531480; 2003-531515;
 2003-557833; 2003-567264; 2003-567265; 2003-596873; 2003-598790;
 2003-616122; 2003-625560; 2003-657333; 2003-658531; 2003-696044;
 2003-707801; 2003-710262; 2003-720220; 2003-720446; 2003-810673;
 2003-865949; 2003-896874; 2004-008876; 2004-069599; 2004-089327;
 2004-132152

XRPX Acc No: N03-202940

Retail POS scanning and checking out system in supermarkets, has integrated customer-kiosk terminal including cash register system

Patent Assignee: GOOD T (GOOD-I); RUSSELL G (RUSS-I); SCHMIDT M (SCHM-I)

Inventor: GOOD T; RUSSELL G; SCHMIDT M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030001010	A1	20030102	US 2000551887	A	20000418	200325	B
			US 2001954477	A	20010917		
			US 2001999687	A	20011031		
			US 2001990585	A	20011121		
			WO 2001US44011	A	20011121		
			US 200245577	A	20020111		
			US 200245605	A	20020111		
			US 200253486	A	20020116		
			US 2002138026	A	20020502		

Priority Applications (No Type Date): US 200253486 A 20020116; US 2000551887 A 20000418; US 2001954477 A 20010917; US 2001999687 A 20011031; US 2001990585 A 20011121; WO 2001US44011 A 20011121; US 200245577 A 20020111; US 200245605 A 20020111; US 2002138026 A 20020502

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030001010	A1		40	G06F-017/60	CIP of application US 2000551887 CIP of application US 2001954477 CIP of application US 2001999687 CIP of application US 2001990585 CIP of application WO 2001US44011 CIP of application US 200245577 CIP of application US 200245605 Cont of application US 200253486

Abstract (Basic): US 20030001010 A1

NOVELTY - The system (4) with an integrated customer-kiosk terminal (11) is installed in the countertop surface, so that the cashier is capable of entering product price information into the computer-based cash register system, during the check-out of **weighed** purchase items. The **customer** is able to view the price, **weight** and item-identity data of scanned items on the LCD panel located on the **customer** side of the system.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) POS-based bar code reading cash register system;
- (2) POS-based checkout station;
- (3) products checking out method; and
- (4) product/service advertisement displaying method.

USE - In supermarket, discount stores, superstores, etc.

ADVANTAGE - Enables customers to verify the price of products being purchased as they are being scanned and enables customer about products and services offered by retailers through advertisements, production and other forms of electronic-education delivered to consumers at a checkout counter.

DESCRIPTION OF DRAWING(S) - The figure shows a schematic

perspective view of the retail POS scanning and checking out system having the integrated customer-kiosk terminal.

retail POS scanning and checking out system (4)

integrated customer-kiosk terminal (11)

pp; 40 DwgNo 2/23

Title Terms: RETAIL; POS; SCAN; CHECK; SYSTEM; SUPERMARKET; INTEGRATE;

CUSTOMER; KIOSK; TERMINAL; CASH; REGISTER; SYSTEM

Derwent Class: T01; T04; T05

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/37 (Item 21 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015149218 **Image available**

WPI Acc No: 2003-209745/200320

XRFX Acc No: N03-167238

Activities scheduling system in user terminal, presents activity to user when time to complete activity does not exceeds expected user ideal time

Patent Assignee: FORECOURT COMMUNICATION GROUP (FORE-N)

Inventor: BRADY J T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020184049	A1	20021205	US 2001293689	P	20010525	200320 B
			US 2002155637	A	20020523	

Priority Applications (No Type Date): US 2001293689 P 20010525; US

2002155637 A 20020523

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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US 20020184049	A1	15	G06F-017/60	Provisional application	US 2001293689
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Abstract (Basic): US 20020184049 A1

NOVELTY - An estimating unit estimates an expected user idle time of the primary transaction. A vendor venue server (110) selects and defines an activity among several activities for presentation to the user based on activity criteria. The activity is presented to the user, when the time to complete the activity does not exceeds expected user idle time.

USE - For determining provision additional activities including **advertisement** information **presentation** to sell product or service, information queries to **user** during identifying of primary transaction of **user** at terminal in venue such as gas dispenser in gas station check out counter in grocery stores, pharmacies, retail stores, ATM, and point-of-service terminal.

ADVANTAGE - Allows the input of value parameters for activities from the provider of the activities and input of the marginal cost associated with running the point-of-service terminal.

DESCRIPTION OF DRAWING(S) - The figure shows the computer system for scheduling activities.

Vendor venue server (110)

pp; 15 DwgNo 1/13

Title Terms: ACTIVE; SCHEDULE; SYSTEM; USER; TERMINAL; PRESENT; ACTIVE;

USER; TIME; COMPLETE; ACTIVE; USER; IDEAL; TIME

Derwent Class: T01; T05; W05

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/38 (Item 22 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015138363 **Image available**

WPI Acc No: 2003-198889/200319

Related WPI Acc No: 2002-267230; 2002-339117

XRPX Acc No: N03-158108

Good/service promotion method involves making sales presentation to potential consumer prior to collection of promotional prize

Patent Assignee: HAGEN D (HAGE-I); O'HANLON T J (OHAN-I)

Inventor: HAGEN D; O'HANLON T J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020161632	A1	20021031	US 2001842997	A	20010426	200319 B

Priority Applications (No Type Date): US 2001842997 A 20010426

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020161632	A1		12	G06F-017/60	

US 20020161632 A1 12 G06F-017/60

Abstract (Basic): US 20020161632 A1

NOVELTY - A promotional game associated with the distributed computer readable memory is made run, after checking **parameters** of the computer. A sales agent at the service provider makes sales presentation to the **customer**, prior to the collection of promotional prize, which is awarded as the result of the promotional game.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Computer-readable medium storing good/service promotion program;

(2) Business promotion method;

(3) Good/service purchasing method;

(4) Good/service promotion system; and

(5) Communication method.

USE - For promotion of good/service using internet e.g. for pornographers, electronic product sales, psychic hotlines, on-line trading companies, telemarketers, satellite TV sets and service.

ADVANTAGE - Promotes creation of new customer account and/or sale to the new customer.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart exemplary preliminary steps taken by business to utilize the good/service promotion method.

pp; 12 DwgNo 3/4

Title Terms: SERVICE; PROMOTE; METHOD; SALE; PRESENT; POTENTIAL; CONSUME; PRIOR; COLLECT; PROMOTE; PRIZE

Derwent Class: T01; W01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/39 (Item 23 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015128442 **Image available**

WPI Acc No: 2003-188966/200319

XRPX Acc No: N03-149336

Advertisement display control system for train and airplane, displays

advertising content suitable for passenger, based on passenger hierarchy
parameter and advertising customer hierarchy parameter

Patent Assignee: NISHI NIHON DENSHIN DENWA KK (NISH-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002337795	A	20021127	JP 2001145379	A	20010515	200319 B

Priority Applications (No Type Date): JP 2001145379 A 20010515

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2002337795	A	12	B64D-011/06	

Abstract (Basic): JP 2002337795 A

NOVELTY - A controller (2) selects an advertising content suitable for a passenger, based on passenger hierarchy parameter and advertising customer hierarchy parameter. A display unit (3) displays the selected advertising content.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) Advertisement display method; and
- (2) Advertisement display control method.

USE - For controlling display of advertisement in train, airplane and bus.

ADVANTAGE - The advertisements are displayed based on various customer hierarchies, efficiently.

DESCRIPTION OF DRAWING(S) - The figure shows an advertisement display system. (Drawing includes non-English language text).

Controller (2)

Display unit (3)

pp; 12 DwgNo 1/10

Title Terms: ADVERTISE; DISPLAY; CONTROL; SYSTEM; TRAIN; AEROPLANE; DISPLAY ; ADVERTISE; CONTENT; SUIT; PASSENGER; BASED; PASSENGER; HIERARCHY; PARAMETER; ADVERTISE; CUSTOMER; HIERARCHY; PARAMETER

Derwent Class: P85; Q25; T01; W05

International Patent Class (Main): B64D-011/06

International Patent Class (Additional): G06F-017/30; G06F-017/60 ; G09F-019/00; G09F-021/08

File Segment: EPI; EngPI

16/5/40 (Item 24 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

015112033 **Image available**

WPI Acc No: 2003-172552/200317

Method and system for creating internet dynamic advertisement having personalized information

Patent Assignee: BIZMODELINE CO LTD (BIZM-N)

Inventor: HONG J C; KIM J H; KWON B G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002072458	A	20020916	KR 200112456	A	20010310	200317 B

Priority Applications (No Type Date): KR 200112456 A 20010310

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002072458	A	1	G06F-017/60	

Abstract (Basic): KR 2002072458 A

NOVELTY - A method and system for creating an Internet dynamic advertisement having personalized information is provided to create an optimized Internet advertisement and expose the advertisement to the visitor by analyzing the personal information.

DETAILED DESCRIPTION - In a system including a **web server** (200) which **outputs** an **advertisement** on the **Internet**, an advertisement **client** who requests an advertisement in the web server, and at least one **client** (100) who connects to the web server(200), a member information managing server(310) receives new member registration from the client(100) and performs processes for a storage, a management, and an update using a member information DB. An advertisement managing server(320) stores an advertisement of the advertisement **client** and stores a **rule** and a condition necessary for making the advertisement be created as a dynamic advertisement having personal information of the client. An advertisement creating server(330) extracts personal information of a member stored in the member information managing server(310), an advertisement stored in the advertisement managing server(320), and a creating method thereof. Thus, the server(330) creates an advertisement having personal information dynamically, links the created advertisement to the **web server** (200), and **outputs** the **advertisement** to the **client**.

pp; 1 DwgNo 1/10

Title Terms: METHOD; SYSTEM; DYNAMIC; ADVERTISE; PERSON; INFORMATION

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/41 (Item 25 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015107290 **Image available**

WPI Acc No: 2003-167809/200316

XRPX Acc No: N03-132555

Signal structure for sending identifying structuring information across communication channels to multiple devices, for developing and distributing interactive advertisements across various channels of communication networks

Patent Assignee: KENT RIDGE DIGITAL LABS (KENT-N)

Inventor: PADMANABHAN R; SITARAM R

Number of Countries: 095 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200307167	A1	20030123	WO 2001SG143	A	20010709	200316 B

Priority Applications (No Type Date): WO 2001SG143 A 20010709

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200307167	A1	E	50	G06F-015/16	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

Abstract (Basic): WO 2003007167 A1

NOVELTY - At least one **server** has a **server** interface which requests and **delivers** interactive **advertisements** across a number of communication channels. At least one **client** device has a **client** interface which enables a user to receive, store, transfer, exchange or redeem the interactive advertisements across a number of communication channels.

DETAILED DESCRIPTION - The signal structure involves at least one classification section which begins and ends the signal structure, an identifying structuring section having individual attributes describing the signal structure. Each attribute contains a property name sub-string, a property **parameter** and a property value sub-string. The attributes include at least the name of a product, product code, contact information and security information. INDEPENDENT CLAIMS are included for; an apparatus for distributing interactive advertisements.

USE - Developing and distributing interactive advertisements across multiple channels of communications networks i.e. wired, narrow band, broad band etc. using a uniform protocol to number of client devices.

ADVANTAGE - Updates and maintains interactive advertisements.

DESCRIPTION OF DRAWING(S) - The drawing shows an overview diagram showing the various functional blocks of the method for developing and distributing interactive advertisements in accordance with the invention.

Communication network (10)
Server (30)
Client device (50)
Developing and processing unit (70)
pp; 50 DwgNo 1/8

Title Terms: SIGNAL; STRUCTURE; SEND; IDENTIFY; STRUCTURE; INFORMATION;
COMMUNICATE; CHANNEL; MULTIPLE; DEVICE; DEVELOP; DISTRIBUTE; INTERACT;
ADVERTISE; VARIOUS; CHANNEL; COMMUNICATE; NETWORK
Derwent Class: T01
International Patent Class (Main): G06F-015/16
International Patent Class (Additional): **G06F-017/60**
File Segment: EPI

16/5/42 (Item 26 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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015104102 **Image available**
WPI Acc No: 2003-164619/200316

Internet service system and method

Patent Assignee: MY DIGITAL CO LTD (MYDI-N)
Inventor: KIM S Y
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002074253	A	20020930	KR 200114039	A	20010319	200316 B

Priority Applications (No Type Date): KR 200114039 A 20010319

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002074253	A		1 G06F-017/60	

Abstract (Basic): KR 2002074253 A

NOVELTY - An internet service system and method is provided to enable a user to access one internet site, and to browse specific contents, offered by other internet sites as well as the accessing site without accessing other internet sites, to add a shopping mall

advertisement function to a price comparison service.

DETAILED DESCRIPTION - The system comprises a user terminal(110), a server(120) and an operator terminal(130). The server(120) includes an access module(120a), an interface(120b), a record media(120c) and databases(120d). The server(120) enables a user to select specific contents offered by other internet site as well as a basic service, and offers the selected specific contents with the basic service contents on the same screen of the user terminal(110). Accordingly, the record media(120c) stores a program for implementing the value added service. The server(120) offers specific contents of other internet site related to the basic service while providing a basic service such as a price comparison service comparing prices of commodities sold at various shopping malls. For example, the server(120) offers the price comparison result on a commodity selected by the **user** according to a **weight factor**, and at the same time offers information on events offered by a corresponding shopping mall. Then if the **user** clicks on the event information, the **server** (120) **displays** a **pop - up** window for offering detailed information offered by the **internet** site. The databases(120d) include a member management database and a shopping mall management database. The shopping mall management database stores price comparison data, payment conditions and delivery conditions on the commodities to be treated in plural shopping malls.

pp; 1 DwgNo 1/10

Title Terms: SERVICE; SYSTEM; METHOD

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/43 (Item 27 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015078945 **Image available**

WPI Acc No: 2003-139463/200313

XRPX Acc No: N03-110775

User participation encouragement method for online goods or services

promotion program, involves awarding prize when selected prediction entry is detected to be winning entry

Patent Assignee: JACKSON C M (JACK-I); TAYLOR J B (TAYL-I)

Inventor: JACKSON C M; TAYLOR J B

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020169660	A1	20021114	US 2001852214	A	20010509	200313 B

Priority Applications (No Type Date): US 2001852214 A 20010509

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020169660	A1		28	G06F-017/60	

Abstract (Basic): US 20020169660 A1

NOVELTY - A set of possible outcomes for reviewed upcoming real world event, is reviewed. A set is selected as a prediction entry which is associated with acquired points. The actual outcome of the event is expected to determine whether the prediction entry is a winning entry. Prize are awarded when the prediction entry is detected to be a winning entry.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) Sales promotion program provision method; and
- (2) Prediction entry points determination method.

USE - For encouraging participation of customers in online/offline goods or service promotion program e.g. for sports related web site, financial news web site, etc.

ADVANTAGE - The sales promotion program tool not only drives sales for goods but also enhances brand loyalty. The system also offers **rule** administration, reporting, **consumer** inquiry management, prize fulfillment, tax issue coordination, **user** base handling, promotion trademark, copyright search and registration, mail management and web traffic generation services for client.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart of sales promotion program participation encouragement process.
pp; 28 DwgNo 1A/5

Title Terms: USER; PARTICIPATING; METHOD; GOODS; SERVICE; PROMOTE; PROGRAM;
AWARD; PRIZE; SELECT; PREDICT; ENTER; DETECT; WINNING; ENTER
Derwent Class: T01; T05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/44 (Item 28 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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015067694 **Image available**
WPI Acc No: 2003-128210/200312
XRPX Acc No: N03-101805

On-line advertising content provision method involves detecting change in physical parameters representing local event associated with given local environment

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)
Inventor: BANERJEE D N; DUTTA R
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020147638	A1	20021010	US 2001826756	A	20010405	200312 B

Priority Applications (No Type Date): US 2001826756 A 20010405

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020147638	A1		37	G06F-017/60	

Abstract (Basic): US 20020147638 A1

NOVELTY - A change in the physical parameters representing a local event associated with a given local environment, is detected. An advertisement having a predetermined association with the detected local event, is selected and delivered to a local communicating device associated with the local environment.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) Computer system;
 - (2) Computer program product providing on-line advertising content;
- and
- (3) Advertisement provider computer.

USE - For providing on-line advertising content to consumers through interactive communication devices such as computers, kiosks, television system, etc.

ADVANTAGE - Enables to **deliver** appropriate **advertisement** in an appropriate time to the **consumer** based on the **consumer** 's present

activity and location.

DESCRIPTION OF DRAWING(S) - The figure shows the high level block diagram of the interactive communication system.

pp; 37 DwgNo 1/11

Title Terms: LINE; ADVERTISE; CONTENT; PROVISION; METHOD; DETECT; CHANGE; PHYSICAL; PARAMETER; REPRESENT; LOCAL; EVENT; ASSOCIATE; LOCAL; ENVIRONMENT

Derwent Class: T01; W02

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/45 (Item 29 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015043300 **Image available**

WPI Acc No: 2003-103816/200309

XRPX Acc No: N03-082783

Advertisement selection apparatus

Patent Assignee: SONY CORP (SONY)

Inventor: HOSHINO M; INOUE T; OHSUMI T; TSUNODA T

Number of Countries: 023 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 2002101587	A1	20021219	WO 2002JP5622	A	20020606	200309 B
KR 2003051610	A	20030625	KR 2003701656	A	20030205	200373

Priority Applications (No Type Date): JP 2001171321 A 20010606; JP 2001171319 A 20010606

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 2002101587	A1	J	93	G06F-017/30	
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Designated States (National): CN JP KR US

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU

MC NL PT SE TR

KR 2003051610	A	G06F-017/60
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Abstract (Basic): WO 2002101587 A1

NOVELTY - When selecting an advertisement to be presented to a viewer in an advertisement system on the Internet, a factor reflecting the past record of viewing for each advertisement is involved in a selection judgment criterion, thereby performing presentation control according to the advertisement inventory.

DETAILED DESCRIPTION - Even when viewers of a particular profile and hobby-preference have accessed, the advertisement optimal to the **target** is not repeatedly **presented**, but other **advertisements** appropriate to the **target** are **presented** for the second and later presentations with a high possibility. Thus, the **advertisement** inventory is uniformly **presented**. As a result, it is possible to control advertisement presentation considering the inventory without concentrating presentation of particular (or a part of) advertisement information in the advertisement inventory.

pp; 93 DwgNo 1/34

Title Terms: ADVERTISE; SELECT; APPARATUS

Derwent Class: P85; T01

International Patent Class (Main): G06F-017/30; G06F-017/60

International Patent Class (Additional): G09F-019/00; H04N-007/173

File Segment: EPI; EngPI

16/5/46 (Item 30 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014991230 **Image available**

WPI Acc No: 2003-051745/200305

XRPX Acc No: N03-041044

Targeted **online advertising management system** collates combination of **attribute** factors of various users with advertisements from clients and presents **suitable** advertisements to users

Patent Assignee: TEACUP COMMUNICATION YG (TEAC-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002288322	A	20021004	JP 200187467	A	20010326	200305 B

Priority Applications (No Type Date): JP 200187467 A 20010326

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2002288322	A		21	G06F-017/60	

Abstract (Basic): JP 2002288322 A

NOVELTY - An implementation server (1) collates the combination of attribute factors of various **users** determined by the successful bidders with **advertisements** received from **clients** and **presents** the suitable **advertisements** of the **clients** to the **users**.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) Advertising management device;
- (2) Advertising management method; and
- (3) Advertising management program.

USE - For providing targeted advertisements over internet.

ADVANTAGE - The advertisements can be presented reliably within the stipulated period efficiently.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of advertising management system.

Implementation server (1)

pp; 21 DwgNo 1/16

Title Terms: ADVERTISE; MANAGEMENT; SYSTEM; COLLATE; COMBINATION; ATTRIBUTE ; FACTOR; VARIOUS; USER; ADVERTISE; CLIENT; PRESENT; SUIT; ADVERTISE; USER

Derwent Class: P85; T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-019/00; G09F-019/00

File Segment: EPI; EngPI

16/5/47 (Item 31 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014985836 **Image available**

WPI Acc No: 2003-046351/200304

XRPX Acc No: N03-036533

Online distributed advertisement presentation management method involves presenting advertisement in client devices in accordance with desired flight profiles and parameters governing advertisement presentation rates

Patent Assignee: WILKINS C M (WILK-I)

Inventor: WILKINS C M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020133397	A1	20020919	US 2001761536	A	20010116	200304 B

Priority Applications (No Type Date): US 2001761536 A 20010116

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020133397	A1	23	G06F-017/60	

Abstract (Basic): US 20020133397 A1

NOVELTY - The advertisements transmitted from **advertisement server** (112), are **presented** in **client** devices (102) in accordance with desired **flight** profiles, and **parameters** governing the **advertisement presentation** rates.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for distributed **advertisement presentation** managing apparatus.

USE - For managing **distributed advertisement presentation** to **online users** of **client** devices such as palm, notebook and desktop computers.

ADVANTAGE - Performs **presentation** of **advertisements** in accordance with the corresponding **flight** profiles desired by the advertisers, without receiving complex advertisement management decisions to be made in real time to effect the desired **flight** control. The advertisement server is highly scalable so as to allow any one of the transaction engines to service any one of the client devices.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic **view** of the distributed **advertisement** management system.

Client devices (102)

Advertisement server (112)

pp; 23 DwgNo 1/12

Title Terms: DISTRIBUTE; ADVERTISE; PRESENT; MANAGEMENT; METHOD; PRESENT; ADVERTISE; CLIENT; DEVICE; ACCORD; **FLIGHT** ; PROFILE; **PARAMETER** ; GOVERN ; ADVERTISE; PRESENT; RATE

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/48 (Item 32 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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014951803 **Image available**

WPI Acc No: 2003-012316/200301

Method for supplying overturn game using advertisement

Patent Assignee: FOUR WAY COMMUNITY CO LTD (FOUR-N)

Inventor: KIM S H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002050958	A	20020628	KR 200080269	A	20001222	200301 B

Priority Applications (No Type Date): KR 200080269 A 20001222

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002050958	A	1	G06F-017/60	

Abstract (Basic): KR 2002050958 A

NOVELTY - A method for supplying an overturn game using an advertisement is provided to supply an advertisement through an interesting overturn game in a general computing environment or a network environment as the Internet.

DETAILED DESCRIPTION - An overturn game supplying server receives an overturn game utilizing request from a user connected through a data communication network(S401). The server receives a user's selection by suggesting advertisements to be checked to the user for a game betting(S402). The server supplies an advertisement selected by the user (S403). The server introduces a rule of an overturn game to the user and receives a betting from the user (S404). The server receives a user-wanted multiple of a betting amount(S405). The server creates a chamber of a scale corresponded to the user -selected multiple for the overturn game and supplies total image advertisement on a surface shown to the user of the chamber(S406). The user progresses a game by receiving a help of the server. The server checks whether the user completes a game periodically. If the user does not complete a game, the server checks a passing time. If a predetermined time is passed, the betting amount is lost. If the user completes a game, the server supplies the multiple amounts to the user.

pp; 1 DwgNo 1/10

Title Terms: METHOD; SUPPLY; OVERTURN; GAME; ADVERTISE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/49 (Item 33 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014861534 **Image available**

WPI Acc No: 2002-682240/200273

XRPX Acc No: N02-538636

Computer-implemented time-based promotion provision method for supermarket, involves receiving identification information from consumers based on which multiple parameters related to promotions are determined

Patent Assignee: CATALINA MARKETING INT INC (CATA-N)

Inventor: KATZ G M

Number of Countries: 101 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020107729	A1	20020808	US 2001776714	A	20010206	200273 B
WO 200263418	A2	20020815	WO 2002US1239	A	20020206	200273
EP 1368770	A2	20031210	EP 2002705811	A	20020206	200382
			WO 2002US1239	A	20020206	

Priority Applications (No Type Date): US 2001776714 A 20010206

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

US 20020107729 A1 23 G06F-017/60

WO 200263418 A2 E G06F-000/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

EP 1368770 A2 E G06F-017/60 Based on patent WO 200263418
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI TR

Abstract (Basic): US 20020107729 A1

NOVELTY - The time at which a promotion such as an offer is to be provided to a **consumer** is determined, based on multiple **parameters** related to promotions, identified by receiving **consumer** identification information that **shows** characteristics of **promotions** received by **consumers**.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) Computer-implemented time-based promotion providing system; and
- (2) Computer-readable medium storing time-based promotion provision program.

USE - Computer-implemented time-based promotion provision method in supermarkets.

ADVANTAGE - Increases the rate and/or number of exercised promotions and ensures that a desired number of promotions is received within a particular period of time, as the promotions are provided to the **consumers** based on multiple **parameters** related to the **consumer**.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart illustrating the computer-implemented time-based promotion provision procedure.

pp; 23 DwgNo 7/10

Title Terms: COMPUTER; IMPLEMENT; TIME; BASED; PROMOTE; PROVISION; METHOD; SUPERMARKET; RECEIVE; IDENTIFY; INFORMATION; CONSUME; BASED; MULTIPLE; PARAMETER; RELATED; DETERMINE

Derwent Class: T01

International Patent Class (Main): G06F-000/00; **G06F-017/60**
File Segment: EPI

16/5/50 (Item 34 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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014851337 **Image available**

WPI Acc No: 2002-672043/200272

Advertising method by granting writing authorization

Patent Assignee: YOO C Y (YOOC-I)

Inventor: YOO C Y

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002032919	A	20020504	KR 200063677	A	20001028	200272 B

Priority Applications (No Type Date): KR 200063677 A 20001028

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002032919	A	1	G06F-017/60	

Abstract (Basic): KR 2002032919 A

NOVELTY - An advertising method by granting writing authorization is provided to access others' web sites to post advertisements.

DETAILED DESCRIPTION - An advertisement is uploaded as a file into a computer(1-1). Anybody can access the Internet site directory with write authorization. The file size can be limited. The file name has a certain **rules** to be seen as a home page. There can be several files

in a web site. The location or quantities can be changed. When a client (1-3) connects to the web site, one of the advertisements is shown .

pp; 1 DwgNo 1/10

Title Terms: ADVERTISE; METHOD; WRITING; AUTHORISE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/51 (Item 35 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

014792649 **Image available**

WPI Acc No: 2002-613355/200266

XRPX Acc No: N02-485871

Advertisement insertion system selects advertisement according to choice process rule of user information showing whether user belongs to common donor and inserts selected advertisement in electronic-mail

Patent Assignee: MIKI M (MIKI-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002215531	A	20020802	JP 200139209	A	20010112	200266 B

Priority Applications (No Type Date): JP 200139209 A 20010112

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2002215531	A	7	G06F-013/00	

Abstract (Basic): JP 2002215531 A

NOVELTY - A selector (720) selects the donor's advertisement according to the choice process rule of the user information which shows whether user belongs to any common donor. The selected advertisement is inserted in the electronic-mail and the mail is transmitted.

USE - For inserting advertisement to electronic-mail.

ADVANTAGE - An advertisement is inserted automatically and effectively at the time of transmitting and receiving electronic-mail.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the advertisement insertion system. (Drawing includes non-English language text).

Selector (720)

pp; 7 DwgNo 1/3

Title Terms: ADVERTISE; INSERT; SYSTEM; SELECT; ADVERTISE; ACCORD; CHOICE;

PROCESS; RULE; USER; INFORMATION; USER; BELONG; COMMON; DONOR; INSERT;

SELECT; ADVERTISE; ELECTRONIC; MAIL

Derwent Class: T01

International Patent Class (Main): G06F-013/00

International Patent Class (Additional): G06F-017/30; G06F-017/60

File Segment: EPI

16/5/52 (Item 36 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

014713909 **Image available**

WPI Acc No: 2002-534613/200257

Method and system for offering cash-back service over internet

Patent Assignee: CASH BACK MALL CO LTD (CASH-N)

Inventor: LIM Y B

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002011207	A	20020208	KR 200044567	A	20000801	200257 B

Priority Applications (No Type Date): KR 200044567 A 20000801

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002011207	A	1	G06F-017/60	

Abstract (Basic): KR 2002011207 A

NOVELTY - A cash-back service method and system is provided to accumulate points according to a **rule** in the case that a **user** accesses an internet site and does an action, e.g. clicking on an advertisement banner, and to offer a cash-back service after assessing the accumulated points.

DETAILED DESCRIPTION - The method comprises steps of a user accessing a web server of a point offering service company over the internet, and passing a **user** authentication process, the **user** clicking on an **advertisement displayed** on the **web** page in the case of the **user** selecting an **advertisement** browsing service(S210), the **server displaying** contents of the **advertisement** and asking questions of the **user** (S220), checking if a code, in relation with the advertisement, exists at a database in the case that the user responds to the question(S230), the server checks if the response is a correct answer in the case that the code does not exist(S240), and the server offering a point to the user in the case that the response is a correct answer(S300).

pp; 1 DwgNo 1/10

Title Terms: METHOD; SYSTEM; OFFER; CASH; BACK; SERVICE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/53 (Item 37 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

014687464 **Image available**

WPI Acc No: 2002-508168/200254

XRPX Acc No: N02-402165

Method for measuring branding, positioning, and related effectiveness of Internet advertising by delivering pop - up survey windows to users upon occurrence of specified event and collecting and analyzing survey results

Patent Assignee: ADVERTISING.COM (ADVE-N)

Inventor: CIKOCH B A; DEMAYO J

Number of Countries: 097 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200237384	A2	20020510	WO 2001US42901	A	20011102	200254 B
AU 200225596	A	20020515	AU 200225596	A	20011102	200258

Priority Applications (No Type Date): US 2000704482 A 20001102

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 200237384 A2 E 12 G06F-017/60

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200225596 A G06F-017/60 Based on patent WO 200237384

Abstract (Basic): WO 200237384 A2

NOVELTY - The method involves **delivering advertising banners** to **web** pages **viewed** by **users** for **delivering pop - up** survey windows to the **users** upon the occurrence of a specified event. Survey results are collected and analyzed.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for:

(a) an apparatus for measuring branding, positioning and related effectiveness of Internet advertising

USE - As a method of collecting surveys after an advertisement is shown. Determines the effectiveness of the advertising on a site/channel/medium basis, individual advertisement basis, or on a metric that shows the value of a given ad on a given site/channel/medium, in meeting the campaigns objectives.

ADVANTAGE - Collects data related to branding effectiveness, ad positioning, and viewer demographics for Internet advertisers using pop-up surveys. Uses ad-effectiveness data of previously served Internet ads to optimize the serving of later ads for effectiveness. Collects survey data, report the data, and decision ad serving based on **factors** such as which banner ad it is, which site it appears on, which channel that site is in, other characteristics of the web site it appears on, and which medium the ad appears through.

DESCRIPTION OF DRAWING(S) - The drawing illustrates a flowchart of one possible process in accordance with the present invention.

pp; 12 DwgNo 2/3

Title Terms: METHOD; MEASURE; BRAND; POSITION; RELATED; EFFECT; ADVERTISE;
DELIVER; POP; UP; SURVEYING; WINDOW; USER; OCCUR; SPECIFIED; EVENT;
COLLECT; SURVEYING; RESULT

Derwent Class: T01; W05

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/54 (Item 38 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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014637663 **Image available**

WPI Acc No: 2002-458367/200249

XRPX Acc No: N02-361488

Advertising health information provision method for home, involves displaying searched information with measured biological parameters and health condition of user , to produce health condition report

Patent Assignee: ANDO M (ANDO-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002109067	A	20020412	JP 2000301720	A	20001002	200249 B

Priority Applications (No Type Date): JP 2000301720 A 20001002

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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Abstract (Basic): JP 2002109067 A

NOVELTY - A management device divides health information in a file into a group according to types of user health condition, and arranges the information with respective codes. An information-retrieval unit searches the required information from the file and displays in a display unit with measured biological parameters and health condition data, to produce a health condition report.

USE - For providing advertising health information from health-care system to computer system in home.

ADVANTAGE - Improves information provision efficiency and reduces cost, since advertising health information is for improving physical health is obtained using computer system in home.

DESCRIPTION OF DRAWING(S) - The figure shows a flowchart for health information advertising process. (Drawing includes non-English language text).

pp; 8 DwgNo 2/4

Title Terms: ADVERTISE; HEALTH; INFORMATION; PROVISION; METHOD; HOME; DISPLAY; SEARCH; INFORMATION; MEASURE; BIOLOGICAL; PARAMETER; HEALTH; CONDITION; USER; PRODUCE; HEALTH; CONDITION; REPORT

Derwent Class: T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-017/30

File Segment: EPI

16/5/55 (Item 39 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014613951 **Image available**

WPI Acc No: 2002-434655/200246

XRPX Acc No: N02-342159

Customized web page generation method for e-commerce application, involves comparing each ad profile with user profile and selectively storing ad profiles that match with user profiles in page

Patent Assignee: BELLANTONI J (BELL-I); BURDICK J (BURD-I); FRENGUT R (FREN-I)

Inventor: BELLANTONI J; BURDICK J; FRENGUT R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020046099	A1	20020418	US 2000230574	P	20000905	200246 B
			US 2001825269	A	20010403	

Priority Applications (No Type Date): US 2000230574 P 20000905; US 2001825269 A 20010403

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

US 20020046099 A1 21 G06F-017/60 Provisional application US 2000230574

Abstract (Basic): US 20020046099 A1

NOVELTY - Information about advertisement with respect to advertisement profile, and information about a user with respect to user profile are associated in a computer. Each ad profile is compared with **user** profile based on prescribed **parameter** and the ad profiles which match with **user** profiles are selectively stored in a page.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for method for providing **targeted delivery** of an **ad** with a page to **user**.

USE - For generating customized web page that serves as an interface to user in e-commerce and e-business applications.

ADVANTAGE - Provides customizable, simple and organized network interface and advertising filtration that is dictated and controlled by the consumer. Does not permit unsolicited or unauthorized information to be presented on customized web pages. Therefore, reduces waste of time and money spent on disqualified consumers.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining the method for providing customized network interface.

pp; 21 DwgNo 1/8

Title Terms: CUSTOMISATION; WEB; PAGE; GENERATE; METHOD; APPLY; COMPARE; PROFILE; USER; PROFILE; SELECT; STORAGE; PROFILE; MATCH; USER; PROFILE; PAGE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/56 (Item 40 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014419025 **Image available**

WPI Acc No: 2002-239728/200229

XRPX Acc No: N02-184899

Internet advertisement-multi-user dimension game system has web server that combines advertisement with elements of progressed multi-user dimension game

Patent Assignee: LEE H (LEE H-I); LEE H H (LEE H-I)

Inventor: LEE H H; LEE H

Number of Countries: 024 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200169512	A1	20010920	WO 2000KR272	A	20000329	200229 B
KR 2001091283	A	20011023	KR 200012803	A	20000314	200229
AU 200034628	A	20010924	AU 200034628	A	20000329	200229

Priority Applications (No Type Date): KR 200012803 A 20000314

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200169512	A1	E	18	G06F-019/00	
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Designated States (National): AU CA CN JP US

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

KR 2001091283	A			G06F-017/60	
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AU 200034628	A			G06F-019/00	Based on patent WO 200169512
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Abstract (Basic): WO 200169512 A1

NOVELTY - A web server connected to Internet and a user payment certification server through router and channel server unit (CSU), progresses multi-user dimension (MUD) game and combines an advertisement with the elements of the progressed MUD game.

USE - For **showing** the **advertisement** through **Internet** during the progress of multi- **user** dimension (MUD) game such as adventure game, role playing game, simulation game e.g. **flight** simulation game, automobile driving game, war simulation game, city construction game, Starcraft game.

ADVANTAGE - Cost required for game operation is very low compared to advertisement costs by television, newspaper, magazine etc by combining an existing MUD game with an advertisement.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining the operation of an Internet advertisement-MUD game system.

pp; 18 DwgNo 2/2

Title Terms: ADVERTISE; MULTI; USER; DIMENSION; GAME; SYSTEM; WEB; SERVE;
COMBINATION; ADVERTISE; ELEMENT; PROGRESS; MULTI; USER; DIMENSION; GAME
Derwent Class: T01; W04
International Patent Class (Main): G06F-017/60 ; G06F-019/00
File Segment: EPI

16/5/57 (Item 41 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014384998 **Image available**

WPI Acc No: 2002-205701/200226

XRPX Acc No: N02-156670

Displaying advertising in computer network environment by adjusting
display parameters according to user activity

Patent Assignee: AMERICA ONLINE INC (AMON-N)

Inventor: BOSCO E; LIPPKE D L; MORRIS H W; STEELE C A; WATKINS R G

Number of Countries: 095 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200177954	A2	20011018	WO 2001US11118	A	20010406	200226 B
AU 200149892	A	20011023	AU 200149892	A	20010406	200226

Priority Applications (No Type Date): US 2000690007 A 20001017; US
2000195991 P 20000407

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 200177954	A2	E	59 G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS
JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL
PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200149892	A		G06F-017/60	Based on patent WO 200177954
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Abstract (Basic): WO 200177954 A2

NOVELTY - Method consists in monitoring user interactions with a computer system (mouse, keyboard, voice, screen maximization and minimization) and adjusting an ad expiration tuning parameter, maximum display count, minimum display time, user idle delay, user going active delay or idle (no spin) parameter for timing of displayed advertisements. If the ad display screen is minimized or occluded advertisements are not switched.

DETAILED DESCRIPTION - There is an INDEPENDENT CLAIM for a system for presenting advertising to viewers in a computer network environment., (2) a method of optimizing the click-through rate of a user viewing content in a computer network environment, (3) a system for timing display of advertisements on a web page.

USE - Method is for e.g. Internet advertising.

DESCRIPTION OF DRAWING(S) - The figure shows a screenshot of a browser displaying a web page.

pp; 59 DwgNo 3/24

Title Terms: DISPLAY; ADVERTISE; COMPUTER; NETWORK; ENVIRONMENT; ADJUST;

DISPLAY; PARAMETER ; ACCORD; USER; ACTIVE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/58 (Item 42 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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014362299 **Image available**

WPI Acc No: 2002-183000/200224

XRPX Acc No: N02-139186

Advertisement presentation method through internet , involves
updating parameter representing user 's interest with respect to
existing and virtual goods, based on demand from user

Patent Assignee: NETSOAR COMMUNICATIONS YG (NETS-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002015228	A	20020118	JP 2000199818	A	20000630	200224 B

Priority Applications (No Type Date): JP 2000199818 A 20000630

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2002015228	A	14	G06F-017/60	

Abstract (Basic): JP 2002015228 A

NOVELTY - The commodity and virtual goods advertisements are displayed to a user , when the user accesses the desired advertising site. The goods purchasing link and intention notification link are accessed according to the command input from the user . The parameter representing the user 's interest about the goods, is updated in a database (40) by a catalog processor (38) based on the links accessed by the user.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for advertising management server.

USE - For representing advertisements such as catalog of goods through internet.

ADVANTAGE - Enables acquiring the interest of the user with respect to one's own goods easily and accurately.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of control server of data communication system. (Drawing includes non-English language text).

Catalog processor (38)

Database (40)

pp; 14 DwgNo 2/12

Title Terms: ADVERTISE; PRESENT; METHOD; THROUGH; UPDATE; PARAMETER ;
REPRESENT; USER; INTEREST; RESPECT; EXIST; VIRTUAL; GOODS; BASED; DEMAND;
USER

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/59 (Item 43 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014335723 **Image available**

WPI Acc No: 2002-156426/200221

XRPX Acc No: N02-119041

Computer generates user profile data based on total number of occurrences
of high and low ratings for each product

Patent Assignee: APPLIED PSYCHOLOGY RES LTD (PSYC-N)

Inventor: BROWN D; BROWN D B

Number of Countries: 027 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1117056	A2	20010718	EP 2001300248	A	20010112	200221 B
GB 2358263	A	20010718	GB 20006711	A	20000320	200221
US 6611842	B1	20030826	US 2000175899	P	20000113	200357
			US 2000696356	A	20001025	

Priority Applications (No Type Date): GB 20006711 A 20000320; US 2000175899
P 20000113

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
EP 1117056	A2	E	20	G06F-017/60	
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR					
GB 2358263	A			G06F-017/60	
US 6611842	B1			G06F-017/30	Provisional application US 2000175899

Abstract (Basic): EP 1117056 A2

NOVELTY - Computer receives selection data identifying selections made by users and stores it in **user** selection database (12). The selections are associated with data identifying categories. **Weighted** totals for total number of times evaluations within predetermined ranges of different categories are associated with received data, is determined. Based on the determined totals user profile data is generated.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (a) Recording apparatus for selectively recording received data;
- (b) Method of generating user profile data;
- (c) Method of selectively recording received data;
- (d) Apparatus for **outputting targeted advertising** ;
- (e) Storage medium containing program for generating user profile data;
- (f) Recording apparatus for selectively recording television programs

USE - For generating profile data indicative of individual's personal preferences for video films and other products such as books or music.

ADVANTAGE - The profile data is used to direct targeted advertising to users so that products or services advertised correspond to products which are most likely to appeal to that particular user.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic block diagram of a computer.

User selection database (12)

pp; 20 DwgNo 1/8

Title Terms: COMPUTER; GENERATE; USER; PROFILE; DATA; BASED; TOTAL; NUMBER; OCCUR; HIGH; LOW; RATING; PRODUCT

Derwent Class: T01

International Patent Class (Main): G06F-017/30; **G06F-017/60**

International Patent Class (Additional): H04N-005/761

File Segment: EPI

16/5/60 (Item 44 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014333644 **Image available**

WPI Acc No: 2002-154347/200220

Related WPI Acc No: 2001-381823; 2001-381824; 2001-381825; 2001-381826;
2001-381827; 2001-381828; 2001-381831; 2001-390085; 2001-390086;
2001-390117; 2001-464992; 2001-464993; 2001-464996; 2001-625273;
2002-017299; 2002-017300; 2002-017301; 2002-066204; 2002-113957;
2002-113958; 2002-139181; 2002-139182; 2002-154346; 2002-507767;
2002-598483; 2003-677938; 2003-745190

XRPX Acc No: N02-117428

Client device for communications with several other client devices via communications network has communication device for downloading advertisements from advertisement distribution server system via communication link

Patent Assignee: QUALCOMM INC (QUAL-N); ANTONIO F P (ANTO-I); BECKLEY J D (BECK-I); BELK J K (BELK-I); BIRD A (BIRD-I); BOYD J D (BOYD-I); DORNER S (DORN-I); DUDZIAK M J (DUDZ-I); JACOBS P E (JACO-I); NOERENBERG J W (NOER-I); OGDON B P (OGDO-I); PURLIA J S (PURL-I); RHODES W J (RHOD-I); ROSS D J (ROSS-I)

Inventor: ANTONIO F P; BECKLEY J D; BELK J K; BIRD A; BOYD J D; DORNER S; DUDZIAK M J; JACOBS P E; NOERENBERG J W; OGDON B P; PURLIA J S; RHODES W J; ROSS D J

Number of Countries: 094 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200142961	A2	20010614	WO 2000US33305	A	20001207	200220 B
AU 200122562	A	20010618	AU 200122562	A	20001207	200220
US 20010044736	A1	20011122	US 99169622	P	19991208	200220
			US 2000209392	P	20000601	
			US 2000609123	A	20000630	
			US 2000728053	A	20001201	

Priority Applications (No Type Date): US 2000728053 A 20001201; US 99169622 P 19991208; US 2000209392 P 20000601; US 2000609123 A 20000630

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 200142961	A2	E 132	G06F-017/00	
Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW				
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW				
AU 200122562	A		G06F-017/00	Based on patent WO 200142961
US 20010044736	A1		G06F-017/60	Provisional application US 99169622

Cont of application US 2000209392
Cont of application US 2000609123

Abstract (Basic): WO 200142961 A2

NOVELTY - A communication device (201) such as a modem or Ethernet card is used for downloading advertisements from the advertisement distribution server system via a communication link. A storage device (206) such as a hard disk drive stores downloaded advertisements. A monitor (208) displays at least selected ones of the stored advertisements, in accordance with advertisement display parameters prescribed by an advertisement distribution server system.

USE - In **advertiser** -supported e-mail software for **delivering advertisements** to **client** computers having this advertiser-supported e-mail software installed on it.

ADVANTAGE - Provides a system for distributing advertisements to Eudora clients in order to generate advertising revenues that would allow a fully-featured version of the Eudora e-mail software to be widely distributed free of charge to end-users. Provides e-mail

software that is both universal and email system-independent, i.e., it is not tied to any particular proprietary e-mail service or service provider.

DESCRIPTION OF DRAWING(S) - The drawing is a high level diagram of a representative one of client devices according to the present invention.

communication device (201)

storage device (206)

monitor (208)

pp; 132 DwgNo 2/23

Title Terms: CLIENT; DEVICE; COMMUNICATE; CLIENT; DEVICE; COMMUNICATE; NETWORK; COMMUNICATE; DEVICE; ADVERTISE; ADVERTISE; DISTRIBUTE; SERVE; SYSTEM; COMMUNICATE; LINK

Derwent Class: T01

International Patent Class (Main): G06F-017/00; G06F-017/60

File Segment: EPI

16/5/61 (Item 45 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

014098124 **Image available**

WPI Acc No: 2001-582338/200165

XRPX Acc No: N01-433837

Polling questions presentation method for Internet chat rooms/bulletin boards, involves randomly selected users voting on suitability of submitted questions

Patent Assignee: BROOKMAN W J (BROO-I); QTOPICS INC (QTOP-N)

Inventor: BROOKMAN W J; GROSVENOR J B M; RANGANATH M V

Number of Countries: 094 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200167357	A2	20010913	WO 2001US7302	A	20010305	200165 B
AU 200150807	A	20010917	AU 200150807	A	20010305	200204

Priority Applications (No Type Date): US 2000540668 A 20000331; US 2000187662 P 20000307

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200167357	A2	E	99	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200150807	A			G06F-017/60	Based on patent WO 200167357
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Abstract (Basic): WO 200167357 A2

NOVELTY - Submitted questions (126) are distributed to randomly selected users in an on-line community and each user can vote on whether a question should be presented onto a web site. Voting is based on a **user weighting factor** from previous **user** 's review votes (122). The **web** site content is **presented** to **on - line advertisers** for the sale of **web** site advertising space (134) related to the topic under discussion (112).

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(1) A method of determining a rating or category for a polling question using a pattern recognition algorithm.

(2) A method of selling and presenting advertisement space for web sites.

USE - For use in the polling, rating and categorizing submitted question content in an on-line chat room or bulletin board and for advertising relevant goods and services on the web sites.

ADVANTAGE - The screening method prevents inappropriate questions being presented to all users in an on-line community. It also provides advertisers with a way of targeting potential customers.

DESCRIPTION OF DRAWING(S) - The diagram represents a web page presented to selected users for polling submitted questions.

Topics menu option (112)

User vote weighting (122)

Submitted question (126)

Advertising space (134)

pp; 99 DwgNo 1/36

Title Terms: POLL; QUESTION; PRESENT; METHOD; ROOM; BOARD; RANDOM; SELECT; USER; VOTE; SUIT; SUBMIT; QUESTION

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/62 (Item 46 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

014097543 **Image available**

WPI Acc No: 2001-581757/200165

XRPX Acc No: N01-433426

Method of displaying messages on digital billboards using Internet to connect processor and high resolution display

Patent Assignee: OPLINGER M R (OPLI-I)

Inventor: OPLINGER M R

Number of Countries: 094 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200157763	A1	20010809	WO 2001US3070	A	20010131	200165 B
AU 200131250	A	20010814	AU 200131250	A	20010131	200173

Priority Applications (No Type Date): US 2000496229 A 20000201

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200157763 A1 E 15 G06F-017/60

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200131250 A G06F-017/60 Based on patent WO 200157763

Abstract (Basic): WO 200157763 A1

NOVELTY - Method consists in enabling the **user** to input specifications for targeting the messages (**advertisements**) to an audience, and **displaying** the messages according to a scheduling algorithm using **linear** programming or other **rule** -based scheduling logic.

DETAILED DESCRIPTION - The algorithm includes passenger or audience departure and arrival times and demographics, billboard location attributes, billable advertising rates for each intersection of time

and billboard location, and determines scheduled message placement to maximize realized billable revenue across a network of display devices. Message display is dynamically adjustable in real-time with changes sent from a central processor and the messages can be printed on the ticket.

USE - Method is for **displaying** e.g. **advertisements** at terminals at airports to coincide with the movement of specific **targeted** audiences.

ADVANTAGE - Method uses passenger demographic information and ticket data to display the targeted message.

DESCRIPTION OF DRAWING(S) - The figure shows the message display system.

pp; 15 DwgNo 1/2

Title Terms: METHOD; DISPLAY; MESSAGE; DIGITAL; CONNECT; PROCESSOR; HIGH; RESOLUTION; DISPLAY

Derwent Class: T01; W05; W06

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/63 (Item 47 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014066001 **Image available**

WPI Acc No: 2001-550214/200161

XRPX Acc No: N01-408687

Computer implemented method for presenting targeted on - line advertisement by monitoring and profiling consumers using vectors generated in a set-up box

Patent Assignee: EXPANSE NETWORKS INC (EXPA-N); BLASKO J P (BLAS-I)

Inventor: BLASKO J P

Number of Countries: 094 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200165453	A1	20010907	WO 2001US6650	A	20010228	200161 B
US 20010049620	A1	20011206	US 2000185789	A	20000229	200203
			US 2000190341	A	20000316	
			US 2001796339	A	20010228	
AU 200149080	A	20010912	AU 200149080	A	20010228	200204

Priority Applications (No Type Date): US 2000190341 P 20000316; US

2000185789 P 20000229; US 2001796339 A 20010228

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200165453 A1 E 69 G06F-017/60

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

US 20010049620 A1 G06F-017/60 Provisional application US 2000185789

AU 200149080 A G06F-017/60 Provisional application US 2000190341
Based on patent WO 200165453

Abstract (Basic): WO 200165453 A1

NOVELTY - The system has remote databases storing transactional information relating to users; local profilers coupled to the remote database process the transactional information and generate profile

vectors based on heuristic **rules** . A secure profiling server (915) is coupled to the local profilers (set-top box) to receive and processes locally generated profile vectors. The transaction identification is based on an arbitrary number selected randomly.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a computer system for **presenting targeted advertisements** .

USE - For presenting on-line advertisement.

ADVANTAGE - The profiling scheme protects the privacy of the consumer.

DESCRIPTION OF DRAWING(S) - The figure shows an illustration of a secure profiling server configured to receive locally generated profiling vectors.

Secure Profiling Server (915)

pp; 69 DwgNo 9/11

Title Terms: COMPUTER; IMPLEMENT; METHOD; PRESENT; LINE; ADVERTISE; MONITOR ; PROFILE; CONSUME; VECTOR; GENERATE; SET; UP; BOX

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/64 (Item 48 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014042545 **Image available**

WPI Acc No: 2001-526758/200158

XRPX Acc No: N01-390810

Advertising medium determination assistance apparatus calculates viewing rate parameter by multiplying viewing rate of advertisement and frequency of perusal of subscribed book

Patent Assignee: DENTSU KK (DENT-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001202413	A	20010727	JP 200014482	A	20000124	200158 B

Priority Applications (No Type Date): JP 200014482 A 20000124

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2001202413	A		8	G06F-017/60	

Abstract (Basic): JP 2001202413 A

NOVELTY - A central processing unit calculates **viewing rate of advertisements** in each book subscribed by predetermined group of **subscribers** . Frequency of perusal of the subscribed book is calculated for each subscribed book. Viewing rate **parameter** is calculated by multiplying advertisements viewing rate with frequency of perusal of subscribed book.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for advertising medium determination assistance method.

USE - For assisting in determination of advertisement media such as magazine, newspaper, radio, TV for advertising about goods or services.

ADVANTAGE - Advertisement printing paper is determined based on the optimum viewing rate parameter.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram explaining advertising medium determination assistance method. (Drawing includes non-English language text).

pp; 8 DwgNo 3/10

Title Terms: ADVERTISE; MEDIUM; DETERMINE; ASSIST; APPARATUS; CALCULATE;
VIEW; RATE; PARAMETER; MULTIPLICATION; VIEW; RATE; ADVERTISE; FREQUENCY;
BOOK
Derwent Class: T01
International Patent Class (Main): G06F-017/60
File Segment: EPI

16/5/65 (Item 49 from file: 350)

DIALOG(R) File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013980323 **Image available**
WPI Acc No: 2001-464537/200150
XRPX Acc No: N01-344532

**Enterprise revenue management system for on-line advertising campaign,
has banner serving module, connected to event and rule processing
module, which displays advertising banner on second client
computer**

Patent Assignee: MEDIAPLEX INC (MEDI-N)
Inventor: HAEFEKER W; JIANG B R; JOSEPH M K; REKOUTS G
Number of Countries: 084 Number of Patents: 004
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200104784	A2	20010118	WO 2000US18846	A	20000711	200150 B
AU 200059276	A	20010130	AU 200059276	A	20000711	200150
EP 1190355	A2	20020327	EP 2000945312	A	20000711	200229
			WO 2000US18846	A	20000711	
JP 2003514269	W	20030415	WO 2000US18846	A	20000711	200328
			JP 2001510119	A	20000711	

Priority Applications (No Type Date): US 99143778 P 19990713

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200104784	A2	E	34	G06F-017/00	
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW					
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW					
AU 200059276	A			G06F-017/00	Based on patent WO 200104784
EP 1190355	A2	E		G06F-017/60	Based on patent WO 200104784
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI					
JP 2003514269	W		46	G06F-017/60	Based on patent WO 200104784

Abstract (Basic): WO 200104784 A2

NOVELTY - A **rule** storage module is provided in a server computer connected to a first **client** computer (102). An event and **rule** processing module, provided in the server computer, is connected to an event generating module and the rule storage module. A banner serving module, connected to the event and **rule** processing module, **displays** an **advertising banner** on a second **client** computer (103).

DETAILED DESCRIPTION - An event generating module is provided in a first client computer (102). An INDEPENDENT CLAIM is included for an on-line advertising campaign managing method.

USE - For on=line advertising and marketing campaign.

ADVANTAGE - Enables effective targeting of banner advertisements to select groups of **customers** . Enables adaptation of banner-based

advertising campaign to dynamic business **rules** and **parameters** .
Provides accurate return-on-investment reports and analysis.

DESCRIPTION OF DRAWING(S) - The figure shows the diagram of a computer network.

First client computer (102)

Second client computer (103)

pp; 34 DwgNo 1/6

Title Terms: REVENUE; MANAGEMENT; SYSTEM; ON-LINE; ADVERTISE; CAMPAIGN;
BANNER; SERVE; MODULE; CONNECT; EVENT; RULE; PROCESS; MODULE; DISPLAY;
ADVERTISE; BANNER; SECOND; CLIENT; COMPUTER

Derwent Class: T01

International Patent Class (Main): G06F-017/00; **G06F-017/60**

File Segment: EPI

16/5/66 (Item 50 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013911956 **Image available**

WPI Acc No: 2001-396169/200142

XRPX Acc No: N01-291771

Distribution of advertisements to consumers has advertisement information is stored on service provider computer for each one of number of advertisements

Patent Assignee: ACCELERATION SOFTWARE INT CORP (ACCE-N)

Inventor: BALLARD C L

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6182050	B1	20010130	US 9886233	A	19980528	200142 B

Priority Applications (No Type Date): US 9886233 A 19980528

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6182050	B1		14	G06F-017/60	

Abstract (Basic): US 6182050 B1

NOVELTY - The advertisement information (54) is stored on a service provider computer (52) for a number of advertisements (56); data pertaining to an end user on an end user computer (14) is stored; given advertisement information is processed using at least a portion of the end **user** information; **display** of the given **advertisement** is scheduled at the end **users** computer using playback; and advertising information is stored.

DETAILED DESCRIPTION - The service providers computer includes processing the request sent by the end user computer to identify an advertisement to send to the end user based upon the at least a portion of the end user data included in the request.

An INDEPENDENT CLAIM is also included for A system for distributing advertisements.

USE - For **distributing advertisements for display** on an end **user** computer.

ADVANTAGE - An advertiser is able to reach **consumers** who fit desired demographic or affinity **parameters** while a **consumers** privacy is retained.

DESCRIPTION OF DRAWING(S) - The figure shows a block diagram of an advertisement distribution system.

End user computer (14)

Service provider computer (52)

Advertisement information (54)
Advertisements (56)
pp; 14 DwgNo 3/3
Title Terms: DISTRIBUTE; ADVERTISE; CONSUME; ADVERTISE; INFORMATION;
STORAGE; SERVICE; COMPUTER; ONE; NUMBER; ADVERTISE
Derwent Class: T01
International Patent Class (Main): G06F-017/60
File Segment: EPI

16/5/67 (Item 51 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013906067 **Image available**
WPI Acc No: 2001-390280/200141
XRPX Acc No: N01-287169

Method for delivering advertising information (AD) from service
provider (SP) to client by selecting at least one advertising record
associated with item profile, which matches typical consumer profile

Patent Assignee: NOVO MERIDIAN OY (NOVO); KUKKONEN I (KUKK-I)

Inventor: KUKKONEN I

Number of Countries: 095 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200144996	A1	20010621	WO 2000FI1104	A	20001215	200141 B
AU 200123774	A	20010625	AU 200123774	A	20001215	200162
FI 9902700	A	20011009	FI 992700	A	19991216	200214
EP 1247225	A1	20021009	EP 2000987524	A	20001215	200267
			WO 2000FI1104	A	20001215	
US 20030106055	A1	20030605	WO 2000FI1104	A	20001215	200339
			US 2002149387	A	20021010	
CN 1411581	A	20030416	CN 2000817238	A	20001215	200345
FI 112712	B1	20031231	FI 992700	A	19991216	200404

Priority Applications (No Type Date): FI 992700 A 19991216

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200144996	A1	E	19	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200123774	A		G06F-017/60	Based on patent WO 200144996
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FI 9902700	A		G06F-017/60	
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EP 1247225	A1	E	G06F-017/60	Based on patent WO 200144996
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Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI TR

US 20030106055	A1		H04N-005/445	
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CN 1411581	A		G06F-017/60	
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FI 112712	B1		G06F-017/60	Previous Publ. patent FI 9902700
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Abstract (Basic): WO 200144996 A1

NOVELTY - At least one characteristic parameter (HA) of client
(C) is determined as a typical consumer profile characterizing a set
of people having at least one parameter (HA). At least one
advertising record is selected among the selectable advertising records
(AR) associated with an item profile, which matches the typical
consumer profile. At least one item is extracted for advertising to the
client (C) from at least one selected advertising record.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for:
(a) a server computer arrangement
(b) a computer readable medium
USE - For **delivering** customized **advertisements** to **customers** .
ADVANTAGE - Provides more relevant information.
DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram illustrating a telecommunication system in which the invention may be used.

client (C)
characteristic parameter (HA)
service provider (SP)
advertising records (AR)
pp; 19 DwgNo 1/3

Title Terms: METHOD; DELIVER; ADVERTISE; INFORMATION; SERVICE; SPECIES;
CLIENT; SELECT; ONE; ADVERTISE; RECORD; ASSOCIATE; ITEM; PROFILE; MATCH;
TYPICAL; CONSUME; PROFILE
Derwent Class: T01; W01; W05
International Patent Class (Main): **G06F-017/60** ; H04N-005/445
File Segment: EPI

16/5/68 (Item 52 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013662487 **Image available**
WPI Acc No: 2001-146699/200115
XRPX Acc No: N01-107402

Computer based advertisement providing method to end- users , involves periodically communicating parameters to remote server during execution of application software by user after which advertisement is displayed

Patent Assignee: ZLECTRIC (ZLEC-N)
Inventor: BAUSCHPIES R; COOK J; LEEDS R; WALLACE J
Number of Countries: 092 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200068851	A2	20001116	WO 2000US12208	A	20000505	200115 B
AU 200054397	A	20001121	AU 200054397	A	20000505	200117

Priority Applications (No Type Date): US 99133031 P 19990507

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200068851	A2	E	30	G06F-017/60	

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY CA CH
CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE
KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU
SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200054397 A G06F-017/60 Based on patent WO 200068851

Abstract (Basic): WO 200068851 A2

NOVELTY - An application software including a computer coded application program interface (API) is executed by **user** (200).

Parameters are periodically communicated by the software to a remote server (100) during execution. Advertisement is provided by server to the software for display to the user on a user interface.

DETAILED DESCRIPTION - The **parameters** include identification of an area of the **user** interface where the **advertisement** is **displayed**

to the **user** and length of time in which **advertisement** is **displayed** . INDEPENDENT CLAIMS are also included for the following:

- (a) revenue collection method from end users;
- (b) compensating method of software developer

USE - Used in providing advertisement for **users** from remote **server** via **internet** , for **delivering advertisements** via application software executed on **user** terminal. For set top boxes or as components of telephone, television, audio only players or other devices used for communication or display of data.

ADVANTAGE - The API permits **advertisers** to **display advertisements** on a **user** 's computer screen while the **user** is using the software application. The remote server monitors the accessing activity and correctness of entries within the database. Advertisements from different advertisers are included in the application software. The API includes a tracking mechanism that collects statistical data regarding the user's preference and reports the data to a central reporting location which is the remote server.

DESCRIPTION OF DRAWING(S) - The figure shows block diagram of software distribution system.

Remote server (100)

User terminal (200)

pp; 30 DwgNo 1/5

Title Terms: COMPUTER; BASED; ADVERTISE; METHOD; END; USER; PERIOD; COMMUNICATE; **PARAMETER** ; REMOTE; SERVE; EXECUTE; APPLY; SOFTWARE; USER; AFTER; ADVERTISE; DISPLAY

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/69 (Item 53 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013556469 **Image available**

WPI Acc No: 2001-040676/200105

XRPX Acc No: N01-030341

Dynamic advertising apparatus for communication system, retrieves advertising or other promotional materials, and sends it to client terminal, in response to request from terminal

Patent Assignee: TEL.NET MEDIA PTY LTD (TELN-N)

Inventor: JONES A B; TAYLOR D R

Number of Countries: 090 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200052608	A1	20000908	WO 2000AU157	A	20000306	200105 B
AU 200028958	A	20000921	AU 200028958	A	20000306	200105

Priority Applications (No Type Date): AU 993294 A 19991006; AU 999047 A 19990304

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200052608	A1	E	19	G06F-017/60	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200028958	A		G06F-017/60	Based on patent WO 200052608
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Abstract (Basic): WO 200052608 A1

NOVELTY - A client terminal (12) is controlled so that information originating from a server (30), and advertising or other promotional materials originating from another source, are presented on an indicator of the client terminal. A request for information from the client terminal, is intercepted, and advertising or promotional materials are retrieved and sent to the client terminal.

USE - For presenting advertising or promotional materials by Internet service providers in computer networks, TV networks, telephone networks and radio networks.

ADVANTAGE - Enables modifying the request from **user** terminal, such that the modified request includes **parameters** relating to locality of the **user**, time of day at the locality, **user** usage pattern and user demographic.

DESCRIPTION OF DRAWING(S) - The figure shows the partial schematic diagram of advertising apparatus.

Client terminal (12)

Server (30)

pp; 19 DwgNo 4/4

Title Terms: DYNAMIC; ADVERTISE; APPARATUS; COMMUNICATE; SYSTEM; RETRIEVAL; ADVERTISE; PROMOTE; MATERIAL; SEND; CLIENT; TERMINAL; RESPOND; REQUEST; TERMINAL

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

International Patent Class (Additional): G06F-017/30

File Segment: EPI

16/5/70 (Item 54 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013399810 **Image available**

WPI Acc No: 2000-571748/200053

XRPX Acc No: N00-422999

Micro-targeted advertising method for network device, involves generating modified spot placement script in response to trigger event after displaying one or more advertisement to user of networked device

Patent Assignee: ZAP ME! (ZAPM-N)

Inventor: MARKS J K; MORTENSEN L H; STRASNICK S L

Number of Countries: 090 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200041112	A1	20000713	WO 99US30529	A	19991220	200053 B
AU 200020579	A	20000724	AU 200020579	A	19991220	200053

Priority Applications (No Type Date): US 99227476 A 19990108

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200041112 A1 E 38 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200020579 A G06F-017/60 Based on patent WO 200041112

Abstract (Basic): WO 200041112 A1

NOVELTY - Advertisement profile is determined for **user** of a networked device to generate an advertisement spot placement script based on temporal **factor** such as date, time, day, week, month and year, demographic **factor** such as age, geographical location, gender and educational background of **user** and interest profile of **user**. Based on trigger event, a modified advertisement spot placement script is generated.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) apparatus for micro-targeted advertising;

(b) machine readable medium

USE - For providing micro-targeted advertising related to television, Internet to users of network devices.

ADVANTAGE - Allows for targeting advertising more narrowly and more effectively. Scripts can be reordered, re-sequenced, updated or re-generated in response to modification or trigger event. Enables advertisement scripts to be used for advertisement spot sequencing and scheduling as well as the programming of user initiated or time based trigger events.

DESCRIPTION OF DRAWING(S) - The figures shows the flow diagram for generating a micro-targeted advertising script.

pp; 38 DwgNo 5/8

Title Terms: MICRO; ADVERTISE; METHOD; NETWORK; DEVICE; GENERATE; MODIFIED; SPOT; PLACE; SCRIPT; RESPOND; TRIGGER; EVENT; AFTER; DISPLAY; ONE; MORE; ADVERTISE; USER; DEVICE

Derwent Class: T01; W01; W05

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/71 (Item 55 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

013310610 **Image available**

WPI Acc No: 2000-482547/200042

XPX Acc No: N00-358791

Online **global** advertising display system for game arcade, credits corresponding amount for game activity to user 's account and downloads exchange values related to activities to user periodically

Patent Assignee: KLAYH J (KLAY-I)

Inventor: KLAYH J

Number of Countries: 090 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200038089	A2	20000629	WO 99CA1201	A	19991216	200042 B
AU 200017637	A	20000712	AU 200017637	A	19991216	200048
EP 1145175	A2	20011017	EP 99960734	A	19991216	200169
			WO 99CA1201	A	19991216	

Priority Applications (No Type Date): US 98218018 A 19981222

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200038089 A2 E 116 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200017637 A G06F-017/60 Based on patent WO 200038089
EP 1145175 A2 E G06F-017/60 Based on patent WO 200038089
Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI
LU MC NL PT SE

Abstract (Basic): WO 200038089 A2

NOVELTY - The identity of user accessing POS terminals (11) is identified from the ID card and the game activity of user along with ID is output to regional server (1). The reward to user for the detected activity is stored in databases (5). Based on the user activity, corresponding amount is credited in user's account. Administration terminal (43) downloads exchange values related to activities, periodically.

DETAILED DESCRIPTION - The **advertisement** and game **parameters** are **displayed** from the administration terminal to the **user** terminal via **network**. The database stores data relating to demographic of **user**. On identification of **user**, offers such as printed ticket or video display is offered to user. The demographic data is updated periodically in real time basis. An INDEPENDENT CLAIM is also included for the system for controlling exchange medium.

USE - For **displaying advertisements**, loyalty points, premiums, scores, game characteristics, rewards, exchange points to **customer** in game arcade. Also for use in bank card and airline card transaction. Also for use in commercial centers such as fast food restaurants, retail stores.

ADVANTAGE - Provides display of game rewards and other exchanges to user reliably.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the advertising system.

Regional server (1)

Database (5)

User accessing POS terminal (11)

Administration terminal (43)

pp; 116 DwgNo 1/5

Title Terms: GLOBE; ADVERTISE; DISPLAY; SYSTEM; GAME; CREDIT; CORRESPOND; AMOUNT; GAME; ACTIVE; USER; ACCOUNT; EXCHANGE; VALUE; RELATED; ACTIVE; USER; PERIOD

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

16/5/72 (Item 56 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013251161 **Image available**

WPI Acc No: 2000-423044/200036

Related WPI Acc No: 2000-412468; 2000-423042

XRPX Acc No: N00-315699

Advertisement auctioning method involves transmitting advertisement from provider computer system to consumer corresponding to advertisement opportunity

Patent Assignee: TELECOM PARTNERS LTD (TELE-N); EXPANSE NETWORKS INC (EXPA-N)

Inventor: ELDERING C A

Number of Countries: 089 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200033163	A2	20000608	WO 99US28629	A	19991202	200036 B

AU 200020386 A 20000619 AU 200020386 A 19991202 200044
US 6324519 B1 20011127 US 99268520 A 19990312 200175

Priority Applications (No Type Date): US 99268520 A 19990312; US 98204888 A 19981203

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200033163 A2 E 47 G06F-000/00

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200020386 A G06F-000/00 Based on patent WO 200033163

US 6324519 B1 G06F-017/60

Abstract (Basic): WO 200033163 A2

NOVELTY - A provider system provides advertisement opportunity notification, based on opportunity to transmit an advertisement to **consumer**. Correlation **factor** between advertisement characterization and **consumer** in profiler computer system is computed and sent to advertiser computer system. The provider system successfully sends advertisement to consumer based on advertisement opportunity.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) data processing system;

(b) computer program for data processing

USE - Advertisement auctioning system.

ADVANTAGE - The provider has the ability to maximize revenue for the advertising opportunity, when the advertisers can target their advertisements at consumers with appropriate demographic characteristics.

DESCRIPTION OF DRAWING(S) - The figure shows the relationship diagram of advertisement auctioning system.

pp; 47 DwgNo 1A/7

Title Terms: ADVERTISE; METHOD; TRANSMIT; ADVERTISE; COMPUTER; SYSTEM; CONSUME; CORRESPOND; ADVERTISE

Derwent Class: T01

International Patent Class (Main): G06F-000/00; G06F-017/60

File Segment: EPI

16/5/73 (Item 57 from file: 350)

DIALOG(R) File 350: Derwent WPIX

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012915266 **Image available**

WPI Acc No: 2000-087102/200007

XRPX Acc No: N00-068368

Marketing piece design and ordering system in print advertising and commercial display signage

Patent Assignee: FAC SERVICES GROUP LP (FACS-N)

Inventor: SCOTT M J; SPARKS D R; TREMEL W

Number of Countries: 087 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9963452	A1	19991209	WO 99US12179	A	19990601	200007 B
AU 9942276	A	19991220	AU 9942276	A	19990601	200021
US 6167382	A	20001226	US 9888173	A	19980601	200103
EP 1082672	A1	20010314	EP 99926119	A	19990601	200116

			WO 99US12179	A	19990601	
KR 2001071374	A	20010728	KR 2000713619	A	20001201	200208
JP 2002517822	W	20020618	WO 99US12179	A	19990601	200242
			JP 2000552598	A	19990601	

Priority Applications (No Type Date): US 9888173 A 19980601

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9963452	A1	E	98	G06F-017/21	
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Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9942276	A			G06F-017/21	Based on patent WO 9963452
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US 6167382	A			G06F-017/60	
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EP 1082672	A1	E		G06F-017/21	Based on patent WO 9963452
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Designated States (Regional): AT BE CH DE ES FI FR GB IT LI NL PT SE

KR 2001071374	A			G06F-019/00	
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JP 2002517822	W		103	G06F-017/21	Based on patent WO 9963452
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Abstract (Basic): WO 9963452 A1

NOVELTY - A **client** (12) selects a design **parameter** of a printed material among several **parameters** stored in a memory and then transmits an order for the printed material along with the selected design **parameter** to a processor through internet. The processor in response to the order received from the **client** creates a file for producing the printed material.

DETAILED DESCRIPTION - The design parameters include text and image attributes of the printed material. An INDEPENDENT CLAIM is also included for marketing piece designing and ordering method.

USE - In field of print advertising and commercial display signage.

ADVANTAGE - Greatly reduces time to develop print advertising and commercial display materials, by choosing design **parameters** from an existing menu of formats and images. Reduces cost through elimination of many **people** and agencies normally involved in developing materials of print **advertising** and commercial **display** signage. Enables even modest business organizations to create their own high quality advertising and display materials at minimum time and cost using internet linked marketing piece design and ordering system.

DESCRIPTION OF DRAWING(S) - The figure shows the high level schematic diagram of advertising piece design and ordering system.

pp; 98 DwgNo 1/62

Title Terms: MARKET; PIECE; DESIGN; ORDER; SYSTEM; PRINT; ADVERTISE;

COMMERCIAL; DISPLAY

Derwent Class: T01; W05

International Patent Class (Main): G06F-017/21; **G06F-017/60** ; G06F-019/00

International Patent Class (Additional): G06T-001/00

File Segment: EPI

16/5/74 (Item 58 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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012755603 **Image available**

WPI Acc No: 1999-561720/199947

XRPX Acc No: N99-415071

Delivering and redeeming method of dynamic and adaptive promotional

incentives in computer network

Patent Assignee: IQ.COMMERCE CORP (IQCO-N)

Inventor: BARTLETT S W; HOEBER A N; KAY E A; MEYER C

Number of Countries: 083 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9946708	A1	19990916	WO 99US4970	A	19990305	199947 B
AU 9930709	A	19990927	AU 9930709	A	19990305	200006

Priority Applications (No Type Date): US 9877630 P 19980311

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 9946708	A1	E 145	G06F-017/60	
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW				
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW				
AU 9930709	A		G06F-017/60	Based on patent WO 9946708

Abstract (Basic): WO 9946708 A1

NOVELTY - Each incentive has existence message with a value assigned based on incentive formula. A selecting mechanism is programmed to select incentive existence message of particular incentive based on consumer characteristics. The selected message is published in web page of network.

DETAILED DESCRIPTION - The incentive information computer is connected to network and incentive database. The value is set to satisfy one or more match criteria. An INDEPENDENT CLAIM is also included for delivering and redeeming system of dynamic and adaptive promotional incentives.

USE - For delivering and redeeming dynamic and adaptive promotional incentives in computer network.

ADVANTAGE - Enables company to present incentive offers to individuals taking into account of several inventory **factors**, financial **factors** and **consumer factors** in timely manner.

DESCRIPTION OF DRAWING(S) - The figure shows software component modules of the system.

pp; 145 DwgNo 3/36

Title Terms: DELIVER; METHOD; DYNAMIC; ADAPT; PROMOTE; COMPUTER; NETWORK

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

Set	Items	Description
S1	6	AU=(WILKINS C? OR WILKINS, C?)
S2	110820	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION?
S3	17326	COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4	850224	PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W- EIGH? OR RULE? ?
S5	12006	S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VIEW?)
S6	4388	S5(20N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S7	437	S6(15N)S4
S8	13	S7(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S9	1802	S5(5N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT- RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL? OR WWW OR CYBER? OR LAN OR SERVER?)
S10	918	S9(10N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S11	42	S10(15N)S4
S12	0	S1 AND S2
S13	30	(S8 OR S11) AND IC=G06F-017/60

? show files

File 348:EUROPEAN PATENTS 1978-2004/Feb W05

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File 349:PCT FULLTEXT 1979-2002/UB=20040304,UT=20040226

(c) 2004 WIPO/Univentio

13/3,K/1 (Item 1 from file: 348)
DIALOG(R) File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01640740

Rules-based, targeted redeemable comp generation and management
Gezielte, regelbasierte Erzeugung und Management fur einlosbare Gutscheine
Emission ciblée et management de coupons remboursables bases sur de regles
PATENT ASSIGNEE:

Harrah's Operating Company, Inc., (2440040), 1023 Cherry Road, Memphis,
TN 38117, (US), (Applicant designated States: all)

INVENTOR:

Stanley, Tim, 107 Fountainhead Circle, Henderson, Nevada 89052, (US)
Reeves, Timothy J., 15715 Barkley, Overland Park, Kansas 66223, (US)
Parks, Ben, 699 Roddenberry Avenue, Las Vegas, Nevada 89123, (US)
Norton, David, 9701 Royal Lamb Drive, Las Vegas, Nevada 89145, (US)

LEGAL REPRESENTATIVE:

McLeish, Nicholas Alistair Maxwell et al (74621), Boulton Wade Tennant
Verulam Gardens 70 Gray's Inn Road, London WC1X 8BT, (GB)

PATENT (CC, No, Kind, Date): EP 1351180 A2 031008 (Basic)
EP 1351180 A3 040204

APPLICATION (CC, No, Date): EP 2003252074 030401;

PRIORITY (CC, No, Date): US 114821 020401

DESIGNATED STATES: AT; BE; BG; CH; CY; CZ; DE; DK; EE; ES; FI; FR; GB; GR;
HU; IE; IT; LI; LU; MC; NL; PT; RO; SE; SI; SK; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK

INTERNATIONAL PATENT CLASS: G06F-017/60

ABSTRACT WORD COUNT: 75

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200341	1164
SPEC A	(English)	200341	8204
Total word count - document A			9368
Total word count - document B			0
Total word count - documents A + B			9368

INTERNATIONAL PATENT CLASS: G06F-017/60

...SPECIFICATION or more comps promotions via certain qualifying on-line activity. Depending on a promotion's **rules** for comp generation, qualifying on-line activity includes **user** registration at the web site, logging into and visiting the **web** site, **viewing** particular pages or **advertisements** on the **web** site, **on - line** gaming, answering on-line questionnaires, and purchasing goods or services from the web site. A...

13/3,K/2 (Item 2 from file: 348)
DIALOG(R) File 348:EUROPEAN PATENTS
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01544174

ADVERTISEMENT SELECTION APPARATUS, ADVERTISEMENT SELECTION
METHOD, AND STORAGE MEDIUM

WERBUNGS-AUSWAHLVORRICHTUNG, WERBUNGS-AUSWAHLVERFAHREN UND SPEICHERMEDIUM

APPAREIL ET PROCEDE DE SELECTION DE PUBLICITE, SUPPORT DE STOCKAGE

PATENT ASSIGNEE:

Sony Corporation, (214028), 7-35, Kitashinagawa 6-chome, Shinagawa-ku,
Tokyo 141-0001, (JP), (Applicant designated States: all)

INVENTOR:

INOUE, Toshio, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
SHINAGAWA-KU, Tokyo 141-0001, (JP)
TSUNODA, Tomohiro, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
SHINAGAWA-KU, Tokyo 141-0001, (JP)
HOSHINO, Masaaki, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
SHINAGAWA-KU, Tokyo 141-0001, (JP)
OHSUMI, Tomoharu, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
SHINAGAWA-KU, Tokyo 141-0001, (JP)

LEGAL REPRESENTATIVE:

Horner, David Richard (77632), D Young & Co, 21 New Fetter Lane, London
EC4A 1DA, (GB)

PATENT (CC, No, Kind, Date): EP 1394694 A1 040303 (Basic)
WO 2002101587 021219

APPLICATION (CC, No, Date): EP 2002733362 020606; WO 2002JP5622 020606

PRIORITY (CC, No, Date): JP 2001171321 010606; JP 2001171319 010606

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/30; **G06F-017/60** ; H04N-007/173;
G09F-019/00

ABSTRACT WORD COUNT: 134

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; Japanese
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200410	4084
SPEC A	(English)	200410	16956
Total word count - document A			21040
Total word count - document B			0
Total word count - documents A + B			21040

...INTERNATIONAL PATENT CLASS: **G06F-017/60**

13/3,K/3 (Item 3 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01367888

Transaction processing method and transaction processing system

Verfahren und System fur die Abwicklung von Einkaufen

Procede et systeme pour le traitement des achats

PATENT ASSIGNEE:

Sony Computer Entertainment Inc., (2185312), 1-1, Akasaka 7-chome,
Minato-ku, Tokyo 107-0052, (JP), (Applicant designated States: all)

INVENTOR:

Amano, Takaaki, c/o Sony Music Communications Co., Sumitomo Ichigaya B.
10F, 1-1 Ichigaya-Honmura-cho, Shinjuku-ku, Tokyo 162-0845, (JP)
Maeda, Yoshiharu, c/o Sony Music Communications Co, Sumitomo Ichigaya B.
10F, 1-1 Ichigaya-Honmura-cho, Shinjuku-ku, Tokyo 162-0845, (JP)

LEGAL REPRESENTATIVE:

Turner, James Arthur et al (74631), D. Young & Co., 21 New Fetter Lane,
London EC4A 1DA, (GB)

PATENT (CC, No, Kind, Date): EP 1164525 A1 011219 (Basic)

APPLICATION (CC, No, Date): EP 2001304619 010524;

PRIORITY (CC, No, Date): JP 2000153227 000524; JP 2001151501 010521

DESIGNATED STATES: DE; ES; FR; GB; IT
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: **G06F-017/60**
ABSTRACT WORD COUNT: 152
NOTE:

Figure number on first page: 2

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200151	977
SPEC A	(English)	200151	9443
Total word count - document A			10420
Total word count - document B			0
Total word count - documents A + B			10420

INTERNATIONAL PATENT CLASS: **G06F-017/60**

...SPECIFICATION be displayed on the advertisement within the applicable point number in accordance with a predetermined **rule** ;

Web server means for producing a **Web** page which **displays** the **advertisement** , with respect to the **person** concerning the first apparatus, to which the determined point number has been applied, under selectable...

...CLAIMS be displayed on said advertisement within said applicable point number in accordance with a predetermined **rule** ;

Web server means for producing a **Web** page which **displays** the **advertisement** with respect to the **person** concerning said first apparatus, to which the determined point number has been applied under selectable...

...be displayed on said advertisement within said applicable point number in accordance with a predetermined **rule** ;

a Web server process for producing a **Web** page which **displays** the **advertisement** related to the **person** concerning said first apparatus, to which the determined point number has been applied under selectable...

13/3,K/4 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

01000015 **Image available**

**ADVERTISEMENT MANAGEMENT METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT
PROCEDE, SYSTEME ET PRODUIT-PROGRAMME INFORMATIQUE DE GESTION PUBLICITAIRE**

Patent Applicant/Assignee:

PARKERVISION INC, 8493 Baymeadows Way, Jacksonville, FL 32256, US, US
(Residence), US (Nationality)

Inventor(s):

HOLTZ Alex, 11837 Tanya Terrace East, Jacksonville, FL 32223, US,
LAROCQUE Marcel, 2766 Mandarin Meadow Drive, North, Jacksonville, FL
32223, US,

BENSON John R, 10481 Wellington Springs Way, Jacksonville, FL 32221, US,
COUCH William H, 2876 Breakers Drive, Fernandina Beach, FL 32034, US,
HOEPPNER Charles M, 5387 Riverbreeze Court, Jacksonville, FL 32277, US,
MCALLISTER Benjamin Jay, 9047 San Jose Boulevard, Apt. 901, Jacksonville,
FL 32257, US,

SNYDER Robert J, 1404 Kipling Lane, St. Augustine, FL 32095, US,

TINGLE Keith Gregory, 622 Oceanfront, Neptune Beach, FL 32266, US,
Legal Representative:

LEE Michael Q (et al) (agent), Sterne, Kessler, Goldstein, & Fox
P.L.L.C., Suite 600, 1100 New York Avenue, N.W., Washington, DC
20005-3934, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200330011 A1 20030410 (WO 0330011)

Application: WO 2002US29647 20020920 (PCT/WO US0229647)

Priority Application: US 2001323328 20010920; US 2002363098 20020312; US
2002208810 20020801

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 18301

International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... the present invention are based on a combination of over-the-air
broadcast criteria and **client** -server metrics, these **factors** are
combined to create varying degrees of certainty that an **advertisement**
actually would be **presented**, received or viewed by the greatest
quantity of users most likely to purchase the advertised...

13/3,K/5 (Item 2 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00952533 **Image available**

METHOD AND SYSTEM FOR DISTRIBUTING TARGETED ADVERTISING

PROCEDE ET SYSTEME DE DIFFUSION DE PUBLICITE CIBLEE

Patent Applicant/Assignee:

ERICSSON INC, 6300 Legacy, Plano, TX 75024, US, US (Residence), US
(Nationality)

Inventor(s):

LINDE Leif, 2109 Oak Brook, Richardson, TX 75081, US,

Legal Representative:

HAN John C (et al) (agent), Ericsson Inc., 6300 Legacy, MS EVW 2-C-2,
Plano, TX 75024, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200286669 A2-A3 20021031 (WO 0286669)

Application: WO 2002US12480 20020417 (PCT/WO US0212480)

Priority Application: US 2001838489 20010419

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English
Filing Language: English
Fulltext Word Count: 7248

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
Detailed Description

Detailed Description

... that subscriber for that promotion to prevent that promotion from being re-sent to that **subscriber** . The **present** invention **distributes promotions** that are a best fit to the **subscriber** . This determination will be performed using "Best Fit" **rules** , such as: 1) Time Window Fit (

13/3,K/6 (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00950302 **Image available**

SYSTEM AND METHOD FOR WEB-BASED MARKETING AND CAMPAIGN MANAGEMENT
SYSTEME ET PROCEDE DE MARKETING BASE SUR INTERNET ET GESTION DE CAMPAGNE

Patent Applicant/Assignee:

BEA SYSTEMS INC, 2315 North First Street, San Jose, CA 95131, US, US
(Residence), US (Nationality)

Inventor(s):

SMITH Greg, 9738 Tiller Lane, Westminster, CO 80021, US,
OLANDER Daryl, 720 Juniper Avenue, Boulder, CO 80304, US,
STAMM Tom, 894 West Willow Street, Louisville, CO 80027, US,
BERGMAN Robert, 9669 Orangewood Drive, Denver, CO 80260, US,
COOKE Thomas, 2807 Sundown Lane #308, Boulder, CO 80303, US,

Legal Representative:

MEYER Sheldon R (et al) (agent), Fliesler, Dubb, Meyer and Lovejoy LLP,
Fourth Floor, Four Embarcadero Center, San Francisco, CA 94111-4156, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200284441 A2-A3 20021024 (WO 0284441)

Application: WO 2002US11969 20020416 (PCT/WO US02011969)

Priority Application: US 2001283977 20010416; US 2001306487 20010718; US
2002122677 20020415; US 2002122594 20020415

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 16487

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
Detailed Description

Detailed Description

... in the same
fashion. The global-user bucket will generally be populated via
campaign startup **rules** .

[0082] In one embodiment of the invention for use with **Web** -sites having **advertisements** , the **display** a particular **ad** to the **user** can generate an event, as will the click-thru of an ad. In both cases...

13/3,K/7 (Item 4 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00901347 **Image available**

METHOD AND APPARATUS FOR RECOGNIZING ELECTRONIC COMMERCE WEB PAGES AND SITES

PROCEDE ET APPAREIL DE RECONNAISSANCE DE PAGES ET DE SITES WEB DE COMMERCE ELECTRONIQUE

Patent Applicant/Assignee:

NETSCAPE COMMUNICATIONS CORPORATION, 501 E. Middlefield Road, Mountain View, CA 94043, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BURNETT Anne, 17120 Viewcrest Lane, Morgan Hill, CA 95037, US, US (Residence), US (Nationality), (Designated only for: US)

TOM Allen, 441 Quintara Street, San Francisco, CA 94116, US, US (Residence), US (Nationality), (Designated only for: US)

AMBACH Jim, 1034 St. Joseph Avenue, Los Altos, CA 94024, US, US (Residence), US (Nationality), (Designated only for: US)

CHU Valerie, 2569 Louis Road, Palo Alto, CA 94303, US, US (Residence), US (Nationality), (Designated only for: US)

KHODABAKCHIAN Edwin, Apartment Q2132, 1000 Escalon Avenue, Sunnyvale, CA 94086, US, US (Residence), FR (Nationality), (Designated only for: US)

LI Trang, 614 San Conrado Terrace #7, Sunnyvale, CA 94086, US, US (Residence), US (Nationality), (Designated only for: US)

MI Glenn, 119 Arcadia Avenue, Santa Clara, CA 95051, US, US (Residence), CN (Nationality), (Designated only for: US)

Legal Representative:

GLENN Michael (et al) (agent), Glenn Patent Group, Suite L., 3475 Edison Way, Menlo Park, CA 94025, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200235421 A1 20020502 (WO 0235421)

Application: WO 2000US29430 20001024 (PCT/WO US0029430)

Priority Application: WO 2000US29430 20001024

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ

TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7813

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... let sponsoring merchants pay additional fees in order to occlude their competition. None of these **factors** consider the benefits that

competition offers to the on - line consumers .

The prior art **banner presentation** mechanism as embodied in the various search engines has proven itself as an efficient means...

13/3,K/8 (Item 5 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00866279

METHOD AND SYSTEM FOR DEFINING A PROMOTION

PROCEDE ET SYSTEME DE DEFINITION D'UNE PROMOTION

Patent Applicant/Assignee:

CATALINA MARKETING INTERNATIONAL INC, 200 Carillon Parkway, St.

Petersburg, FL 33716, US, US (Residence), US (Nationality)

Inventor(s):

LAOR Raviv, 155 West 81st Street, New York, NY 10024, US,

Legal Representative:

LAPPIN Mark G (et al) (agent), McDermott, Will & Emery, 28 State Street,

Boston, MA 02109-1775, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200198987 A1 20011227 (WO 0198987)

Application: WO 2001US14879 20010509 (PCT/WO US0114879)

Priority Application: US 2000596664 20000619

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5316

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... gif ' is selected from window 3 5 6, step 226.

Once all of the promotion **parameters** have been entered into the **promotion server** system., screen **display** 360, FIG. 3E, is displayed to the **user** . Screen display 360 includes all of the promotion **parameters** input to the promotion server system to define the promotion, including the resulting the image...

13/3,K/9 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00860474

ONLINE MULTIMEDIA SYSTEM AND METHOD

SYSTEME ET PROCEDE MULTIMEDIA EN LIGNE

Patent Applicant/Assignee:

ZEBUS GROUP INC, Suite 320, 1 Woodbridge Center Drive, Woodbridge, NJ

07095, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BHUTRA Chand, 63 Forest Glen Drive, Highland Park, NJ 08904, US, US
(Residence), US (Nationality), (Designated only for: US)
VARMA Praveen, 909 Kings Court, Woodbridge, NJ 07095, US, US (Residence),
IN (Nationality), (Designated only for: US)

Legal Representative:

HOFFBERG Steven M (agent), Milde, Hoffberg & Macklin, LLP, Suite 460, 10
Bank Street, White Plains, NY 10606, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200193161 A1 20011206 (WO 0193161)
Application: WO 2001US17259 20010529 (PCT/WO US0117259)
Priority Application: US 2000579368 20000526; US 2001274138 20010308

Parent Application/Grant:

Related by Continuation to: US 2000579368 20000526 (CIP)

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 23785

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... media content; selecting the advertisement to be delivered based upon
defined user and advertisement
classification **parameters** ;
providing an online advertisement served from an advertisement server
into a, video
stream, **webpage** or pop-up window;
displaying the selected **advertisement** to the **user** , followed by the
video content, using an
interactive application; and
collecting and classifying any user...

13/3,K/10 (Item 7 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00850761 **Image available**

SYSTEM AND METHOD FOR CONTROLLING THE FREQUENCY OF DISPLAYED ADVERTISEMENTS
SYSTEME ET PROCEDE PERMETTANT DE COMMANDER LA FREQUENCE D'ANNONCES
PUBLICITAIRES AFFICHEES

Patent Applicant/Assignee:

PSM GLOBAL INC, 1306 Vincent Place, McLean, VA 22101, US, US (Residence),
US (Nationality)

Inventor(s):

CANNON George Dewey, 2156 Evans Court, #304, Falls Church, VA 22043-2132,
US,

CANNON Kimble C, 1811 Youngblood Street, McLean, VA 22101, US,

TRACY William, 2156 Evans Court, #304, Falls Church, VA 22043-2132, US,

Legal Representative:

MORRIS Frank E (et al) (agent), Pennie & Edmonds LLP, 1155 Avenue of the Americas, New York, NY 10036, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200184440 A1 20011108 (WO 0184440)

Application: WO 2001US14144 20010502 (PCT/WO US0114144)

Priority Application: US 2000564066 20000503; US 2001780785 20010209; US 2001844523 20010427

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 18288

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... selected advertisement frequency, as determined by the user, the number of URLs uploaded, and other **factors** . If the system determines that it should not **display** an **advertisement** , it **displays** the requested URL **Web** -page at 240 of FIG. 2. If the **user** has viewed a set number of Web-pages and the system has determined at 326...

13/3,K/11 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00845279

DISPLAYING ADVERTISING IN A COMPUTER NETWORK ENVIRONMENT

AFFICHAGE DE PUBLICITES DANS UN ENVIRONNEMENT DE RESEAU INFORMATIQUE

Patent Applicant/Assignee:

AMERICA ONLINE INC, 22000 AOL Way, Dulles, VA 20166, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

MORRIS Harry W, 10753 Blaze Drive, Reston, VA 20190, US, US (Residence), US (Nationality), (Designated only for: US)

WATKINS Robert G, 2757 Oakton Plantation Lane, Vienna, VA 22181, US, US (Residence), US (Nationality), (Designated only for: US)

LIPPKE David L, 34332 Bridgestone Lane, Bluemont, VA 20135, US, US (Residence), US (Nationality), (Designated only for: US)

BOSCO Eric, 1514 Emerson Avenue, McLean, VA 22101, US, US (Residence), US (Nationality), (Designated only for: US)

STEELE Colin A, 2572 Holkham Drive, Charlottesville, VA 22901, US, US (Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HAYDEN John F (agent), Fish & Richardson, 601 Thirteenth Street N.W., Washington, DC 20005, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200177954 A2 20011018 (WO 0177954)

Application: WO 2001US11118 20010406 (PCT/WO US0111118)

Priority Application: US 2000195991 20000407; US 2000690007 20001017

Parent Application/Grant:

Related by Continuation to: US Not furnished (CON); US Not furnished (CON)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 12057

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... 1 5), the host computer dowloads a first set of ads and associated stored tuning **parameters** to the user's computer (step 1 120). As the **user** takes part in the **online** session, the **ads** are **displayed** in accordance with the first set of tuning **parameters** (step 1 125). If the user is online for a sufficient period, and/or the...and twenty seconds with the remaining tuning

24

parameters held constant (step 1305). The tuning **parameters** are stored on the host

computer(step1310)anddownloadedto user'scomputer(step1315). VAIilethe **user** engages in an **online** session, the **ads** are **displayed** as defined by the set of tuning **parameters** (step 1320). Click-through events are recorded for the ads (step 1325) and uploaded to...

Claim

... idle.

36 The method of claim 29, wherein advertisements are displayed on an instant messaging **client** .

37 The method of claim 29, wherein **advertisements** are **displayed** on an **Internet** browser.

38 The method of claim 29, wherein the tuning **parameters** are configured to change between the display of the first advertisement and the display of...

...The computer-based system of claim 42, wherein advertisements are displayed on an instant messaging **client** .

50 The computer-based system of claim 42, wherein **advertisements** are **displayed** on an **Internet** browser.

51 The computer-based system of claim 42, wherein the tuning **parameters** are configured to change between the display of the first advertisement and the display of...

...the user.

57 The method of claim 56, ftuther comprising setting another set of

tuning **parameters** based on the correlation between the tuning **parameters** and the **user** 's click-through rate.

58 A system for timing the **display** of **advertisements** on a **web** page, the system comprising:

35

a host computer;

a set of at least a first...

13/3,K/12 (Item 9 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00840956 **Image available**

ADVERTISEMENT METHOD AND SYSTEM

PROCEDE ET SYSTEME D'ANNONCE

Patent Applicant/Inventor:

STERN Meir, Yakov Dori 15, 45314 Hod HaSharon, IL, IL (Residence), IL
(Nationality)

Legal Representative:

LUZZATTO Kfir (et al) (agent), Luzzatto & Luzzatto, P.O. Box 5352, 84152
Beer-Sheva, IL,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200173626 A2-A3 20011004 (WO 0173626)

Application: WO 2001IL279 20010326 (PCT/WO IL0100279)

Priority Application: IL 135300 20000327

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE

SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3965

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

English Abstract

...devices or in respect of display costs; (5) confirming to the web site by the **user** the final **advertising parameters** ; and (6) **displaying** the **advertisement** by the **web** site on the selected display devices, at the selected display times and with the selected...

Detailed Description

... display devices or in respect of display costs;

- confirming to the web site by the **user** the final **advertising parameters** ;

and

- **displaying** the **advertisement** by the **web** site on the selected display

devices, at the selected display times and with the selected...

Claim

... in respect of display costs-,
aval ili vi
- confirming to the web site by the **user** the final **advertising parameters** ; and
- **displaying** the **advertisement** by the **web** site on the selected display devices, at the selected display times and with the selected...

13/3,K/13 (Item 10 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00817662

METHOD FOR PROVIDING A FREE CONNECTION FOR AN INTERNET APPLIANCE

PROCEDE POUR FOURNIR UNE CONNEXION GRATUITE A UN DISPOSITIF INTERNET

Patent Applicant/Assignee:

GEODE ELECTRONICS LLC, Suite 155, 500 International Drive, Mount Olive,
NJ 07828, US, US (Residence), US (Nationality), (For all designated
states except: US)

Patent Applicant/Inventor:

EMERSON Harry E III, 41 Karen Place, Budd Lake, NJ, US, US (Residence),
US (Nationality)

GRYWALSKI William A, 77 Lozier Road, Budd Lake, NJ 07828, US, US
(Residence), US (Nationality)

Legal Representative:

BUFF Ernest D (agent), Ernest D. Buff & Associates, LLC, 245 South
Street, Morristown NJ 07960, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200150369 A2 20010712 (WO 0150369)

Application: WO 2000US16429 20000614 (PCT/WO US0016429)

Priority Application: US 2000478050 20000105

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG US UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3436

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... station 10, along with monetary consideration 26. As part of

i in

7

SUBSTITUTE SHEET (**RULE** 26)

the entertainment content stream 20, Radio station 10 **delivers**
advertising 24 to **user** 18 via **Internet** Radio System 14 and service
provider 13. which may be played audibly, presented on graphical...

13/3,K/14 (Item 11 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00816831 **Image available**

METHOD FOR GENERATING REVENUE BY SUBSTITUTING COMMERCIALS IN AN INTERNET RADIO BROADCASTING SYSTEM

PROCEDE PERMETTANT DE GENERER DES REVENUS PAR DES PUBLICITES DE SUBSTITUTION DANS UN SYSTEME INTERNET DE RADIODIFFUSION

Patent Applicant/Assignee:

GEODE ELECTRONICS LLC, Suite 155, 500 International Drive, Mount Olive, NJ 07828, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

EMERSON Harry E III, 41 Karen Place, Budd Lake, NJ, US, US (Residence), US (Nationality)

GRYWALSKI William A, 77 Lozier Road, Budd Lake, NJ 07828, US, US (Residence), US (Nationality)

GERALD Lebow M, 108 Westlake Drive, Valhalla, NY 10595, US, US (Residence), US (Nationality)

Legal Representative:

MELLER Michael N (et al) (agent), Anderson Kill & Olick, 1251 Avenue of the Americas, New York, NY 10020-1182, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200150368 A1 20010712 (WO 0150368)

Application: WO 2000US16345 20000614 (PCT/WO US0016345)

Priority Application: US 2000477958 20000105

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG US UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7057

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... 18 in return for monetary consideration 26. As part of the entertainment content

SUBSTITUTE SHEET (**RULE** 26)

stream 20, Radio station 10 **delivers advertising** 24 to **user** 18 via **Internet** Radio System 14 and service provider 13, which may be played audibly, presented on graphical...

Claim

... said replacement advertisements from said Internet

Hosting Service to said Internet Radio System;

SUBSTITUTE SHEET (**RULE** 26)

(r) said Internet Hosting Service receiving monetary consideration from said **advertiser** in exchange for **delivering** said **advertisements** to said **user** of said **Internet** Radio System;

(s) said Internet Hosting Service being enabled by said monetary consideration compensating said...

13/3,K/15 (Item 12 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00811389 **Image available**

**METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON A WEB PAGE
PROCEDE ET SYSTEME DE PRESENTATION D'UNE PUBLICITE ANIMEE SUR UNE PAGE WEB**

Patent Applicant/Assignee:

AD4EVER INC, 1013 Centre Road, Wilmington, DE 19805, US, US (Residence),
US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

TAFILA Sivan, Bosel Street 26, 49323 Petach-Tikva, IL, IL (Residence), IL
(Nationality), (Designated only for: US)

Legal Representative:

REINHOLD COHN AND PARTNERS (agent), P.O. Box 4060, 61040 Tel Aviv, IL,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200144969 A2-A3 20010621 (WO 0144969)

Application: WO 2000IL796 20001128 (PCT/WO IL0000796)

Priority Application: IL 133560 19991216

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7477

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... 1 to be shown and monitors whether the user clicks on the reminder.

When the **user** clicks on the reminder, the agent informs the Ad **server**
and again forwards measured **display parameters** to the Ad **server**.
The agent then starts to play the main movie and allows user interaction
with the...

...to exit. On clicking the "Exit" button, the agent 30 forwards the
measured interaction and **display parameters** to the Ad **server**. The
- 13 interaction **parameters** indicate features of interest to the **user**
and allow the Ad server to fine-tune the user's profile so as to...

13/3,K/16 (Item 13 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00810380

**METHOD AND SYSTEM FOR DISTRIBUTING ADVERTISEMENT TO CLIENT DEVICES
PROCEDE ET SYSTEME DESTINES A DISTRIBUER DES PUBLICITES A DES APPAREILS
CLIENT**

Patent Applicant/Assignee:

QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US

, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
(Residence), US (Nationality), (Designated only for: US)
ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
(Residence), US (Nationality), (Designated only for: US)
DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
(Nationality), (Designated only for: US)
NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
(Residence), US (Nationality), (Designated only for: US)
BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)
OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
US (Nationality), (Designated only for: US)
BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)
BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
(Nationality), (Designated only for: US)
BOYD John D, 4934 Via Lapiz, San Diego, CA 92122, US, US (Residence), US
(Nationality), (Designated only for: US)
PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
(Residence), US (Nationality), (Designated only for: US)
RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
(Residence), US (Nationality), (Designated only for: US)
ROSS David J, 2262 Carmel Valley Road, Suite A, San Diego, CA 92014, US,
US (Residence), US (Nationality), (Designated only for: US)
DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
Drive, San Diego, CA 92121-1714, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200143377 A1 20010614 (WO 0143377)
Application: WO 2000US29193 20001020 (PCT/WO US0029193)
Priority Application: US 99169622 19991208; US 2000209392 20000601; US
2000609123 20000630; US 2000668633 20000922

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 29459

International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... an

advertisement storage function for storing downloaded advertisements on a
storage medium associated with the **client** device.

102. The software as set forth in Claim 101, further comprising an
advertisement display function for effecting display of the at least
selected ones of the stored **advertisements** on a **display** associated
with the **client** device.

103. The software as set forth in Claim 9, wherein the **advertisement display** function controls the **display** of the stored **advertisements** in accordance with ad display **parameters** prescribed by the at least one remote source.

104. The software as set forth in...Claim 104, wherein the advertisement display function effects display of the stored advertisements in a **linear** sequence according to the order in which the advertisements are stored on the storage medium...

13/3,K/17 (Item 14 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00810333

SYSTEM FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES

**LOGICIEL DE COURRIER ELECTRONIQUE ET PROCEDE ET SYSTEME DE DIFFUSION
D'ANNONCES PUBLICITAIRES AUPRES DE DISPOSITIFS CLIENTS DEJA EQUIPES
D'UN TEL LOGICIEL DE COURRIER ELECTRONIQUE**

Patent Applicant/Assignee:

QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US
, US (Residence), US (Nationality), (For all designated states except:
US)

Patent Applicant/Inventor:

JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
(Residence), US (Nationality), (Designated only for: US)

ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
(Residence), US (Nationality), (Designated only for: US)

DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
(Nationality), (Designated only for: US)

NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
(Residence), US (Nationality), (Designated only for: US)

BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)

OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
US (Nationality), (Designated only for: US)

BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)

BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
(Nationality), (Designated only for: US)

BOYD John D, 4934 Via Lapis, San Diego, CA 92122, US, US (Residence), US
(Nationality), (Designated only for: US)

PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
(Residence), US (Nationality), (Designated only for: US)

RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
(Residence), US (Nationality), (Designated only for: US)

ROSS David J, Suite A, 2262 Carmel Valley Road, San Diego, CA 92014, US,
US (Residence), US (Nationality), (Designated only for: US)

DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
Drive, San Diego, CA 92121-1714, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200143028 A2-A3 20010614 (WO 0143028)

Application: WO 2000US33306 20001207 (PCT/WO US0033306)

Priority Application: US 99169622 19991208; US 2000209392 20000601; US
2000609123 20000630; US 2000728110 20001201

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 27612

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... e-mail
software.

16 The system as set forth in Claim 1, wherein:
the advertisement **distribution** facility transmits **ad display**
parameters to each of
the **client** devices; and
each of the client devices displays at least selected ones of the
downloaded...

13/3,K/18 (Item 15 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00810320

METHOD FOR DISTRIBUTING ADVERTISEMENTS TO E-MAIL CLIENTS

**PROCEDE DE DISTRIBUTION DE PUBLICITES A DES CLIENTS UTILISANT LE COURRIER
ELECTRONIQUE**

Patent Applicant/Assignee:

QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US
, US (Residence), US (Nationality)

Patent Applicant/Inventor:

JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
(Residence), US (Nationality)

ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
(Residence), US (Nationality)

DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
(Nationality)

NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
(Residence), US (Nationality)

BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
(Residence), US (Nationality)

OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
US (Nationality)

BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
(Residence), US (Nationality)

BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
(Nationality)

BOYD John D, 4934 Via Lapiz, San Diego, CA 92122, US, US (Residence), US
(Nationality)

PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
(Residence), US (Nationality)

RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
(Residence), US (Nationality)

ROSS David J, 2262 Carmel Valley Road, Suite A, Del Mar, CA 92014, US, US

(Residence), US (Nationality)
DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
(Residence), US (Nationality)
Legal Representative:
WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
Drive, San Diego, CA 92121-1714, US,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200143009 A1 20010614 (WO 0143009)
Application: WO 2000US18713 20000707 (PCT/WO US0018713)
Priority Application: US 99169622 19991208; US 2000209392 20000601; US
2000609123 20000630
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 44930

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... in Claim 170, wherein the storage medium
comprises a local cache memory associated with the **client** device. 178.
The software as set forth in Claim 170, wherein the **advertisement**
display function **displays** the stored **advertisements** in accordance
with ad display **parameters** prescribed by the advertisement distribution
server system. 179. The software as set forth in Claim...
...mail service provider. 182. The software as set forth in Claim 178,
further comprising a **user** activity
monitor function that monitors **user** activity, wherein:
at least one of the **ad display parameters** is a face time duration
parameter that
specifies a face time duration for at least one of the advertisements;
the advertisement...
...the mouse; and
movement of one or more keys of a keyboard associated with the **client**
device. 187. The software as set forth in Claim 178, wherein the **ad**
display parameters include any one or more of the following
parameters for each advertisement to be
displayed:
a maximum face time that the associated advertisement is...a first
playback mode in which the
advertisement display function displays the stored advertisements a
linear sequence according to the order in which the advertisements are
stored on the storage medium...
...Claim 200, wherein the advertisement display function displays the
stored advertisements in one of a **linear** and random manner, as
specified by the at least one playlist server.
212. The software...

...a first playback mode in which the

advertisement display function displays the stored advertisements a **linear** sequence according to the order in which the advertisements are stored on the storage medium...

- ...Claim 200, wherein the advertisement display function displays the stored advertisements in one of a **linear** and random manner, as specified by the playlist. 214. The software as set forth in Claim 213, wherein the advertisement display function displays the additional advertisements in one of a **linear** and random manner, as specified by ...be
- 12 displayed. 227. The software as set forth in Claim 223, further comprising a **user** activity monitor function that monitors **user** activity, wherein:
at least one of the **ad display parameters** is a face time duration **parameter** that specifies a face time duration for at least one of the advertisements; the advertisement...
- ...the mouse; and
movement of one or more keys of a keyboard associated with the **client** device. 232. The software as set forth in Claim 223, wherein the **ad display parameters** include any one or more of the following **parameters** for each advertisement to be displayed:
a maximum face time that the associated advertisement is...
- ...activity monitor function that monitors user activity and detects whether the prescribed minimum level of **user** activity has occurred. 234. The software as set forth in Claim 223, wherein the **ad display parameters** include any two or more of the following **parameters** for each advertisement to be displayed:
a maximum face time that the associated advertisement is...

13/3,K/19 (Item 16 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00810316

SYSTEM FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES

LOGICIEL DE COURRIER ELECTRONIQUE ET PROCEDE ET SYSTEME DE DIFFUSION
D'ANNONCES PUBLICITAIRES AUPRES DE DISPOSITIFS CLIENTS POSSEDANT UN TEL
LOGICIEL DE COURRIER ELECTRONIQUE

Patent Applicant/Assignee:

QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US
, US (Residence), US (Nationality), (For all designated states except:
US)

Patent Applicant/Inventor:

JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
(Residence), US (Nationality), (Designated only for: US)

ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
(Residence), US (Nationality), (Designated only for: US)

DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
(Nationality), (Designated only for: US)

NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
(Residence), US (Nationality), (Designated only for: US)

BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)

OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
US (Nationality), (Designated only for: US)

BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)
BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
(Nationality), (Designated only for: US)
BOYD John D, 4934 Via Lapis, San Diego, CA 92122, US, US (Residence), US
(Nationality), (Designated only for: US)
PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
(Residence), US (Nationality), (Designated only for: US)
RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
(Residence), US (Nationality), (Designated only for: US)
ROSS David J, Suite A, 2262 Carmel Valley Road, San Diego, CA 92014, US,
US (Residence), US (Nationality), (Designated only for: US)
DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
Drive, San Diego, CA 92121-1714, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200142961 A2-A3 20010614 (WO 0142961)
Application: WO 2000US33305 20001207 (PCT/WO US0033305)
Priority Application: US 99169622 19991208; US 2000209392 20000601; US
2000609123 20000630; US 2000728099 20001201

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 26900

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... fifth device for displaying at least selected ones of the stored
advertisements, in accordance with **ad display parameters** prescribed
by the advertisement **distribution** server system.

In another aspect, the present invention provides a **client** device that
is configured for communications with a multiplicity of other client
devices via a...

...server system.

Preferably, each piece of circuitry implements respective functions of
software
installed on the **client** device, the communications **network** comprises
the

Internet; and the **ad display parameters** include at least one of
the following **parameters**.

the maximum time that the associated advertisement is to be displayed
each time that it...

Claim

... and

means for displaying at least selected ones of the stored advertisements, in accordance with **ad display parameters** prescribed by the advertisement distribution server system.

2 The **client** device as set forth in Claim 1, wherein: each means element comprises respective functions of...with each of the toolbar advertisements include: the start date/time before which the associated **advertisement** should not be **displayed** ; and the end date/time after which the associated **advertisement** should not be **displayed** .

12 The **client** device as set forth in Claim 10, wherein the **ad display parameters** include the following **parameters** associated with each of the toolbar advertisements: the start date/time before which the associated **advertisement** should not be **displayed** ; and the end date/time after which the associated **advertisement** should not be **displayed** .

13 The **client** device as set forth in Claim 1, wherein the means for displaying at least selected ones of the stored **advertisements displays** the at least selected ones of the stored advertisements in a **linear** manner.

14 The client device as set forth in Claim 1, wherein the means for... distribution server system,, wherein: each means element comprises respective functions of software installed on the **client** device; the communications **network** comprises the **Internet** ; and the **ad display parameters** include at least one of the following **parameters** : the maximum time that the associated advertisement is to be displayed each time that it...

13/3,K/20 (Item 17 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00806392

TECHNOLOGY SHARING DURING ASSET MANAGEMENT AND ASSET TRACKING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT AND METHOD THEREOF
PARTAGE TECHNOLOGIQUE LORS DE LA GESTION ET DU SUIVI DU PARC INFORMATIQUE DANS UN ENVIRONNEMENT DU TYPE CHAINE D'APPROVISIONNEMENT RESEAUTE, ET PROCEDE ASSOCIE

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 38th Floor, 2029 Century Park East, Los Angeles, CA 90067-3024, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139086 A2 20010531 (WO 0139086)

Application: WO 2000US32310 20001122 (PCT/WO US0032310)
Priority Application: US 99444653 19991122; US 99447623 19991122
Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE
DK DM DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG UZ VN YU ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 156214

Main International Patent Class: G06F-017/60
Fulltext Availability:
Detailed Description

Detailed Description

... on associated order

Handles multiple tax laws within US

Handles multiple tax implication globally

As **shown** in Figure 54, operation 5416 calculates at least one of a tax
and a shipping...

13/3,K/21 (Item 18 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00806383

**COLLABORATIVE CAPACITY PLANNING AND REVERSE INVENTORY MANAGEMENT DURING
DEMAND AND SUPPLY PLANNING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT
AND METHOD THEREOF**

**PLANIFICATION EN COLLABORATION DES CAPACITES ET GESTION ANTICIPEE DES
STOCKS LORS DE LA PLANIFICATION DE L'OFFRE ET DE LA DEMANDE DANS UN
ENVIRONNEMENT DE CHAINE D'APPROVISIONNEMENT FONDEE SUR LE RESEAU ET
PROCEDE ASSOCIE**

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 1400 Page Mill
Road, Palo Alto, CA 94304, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139029 A2 20010531 (WO 0139029)

Application: WO 2000US32309 20001122 (PCT/WO US0032309)

Priority Application: US 99444655 19991122; US 99444886 19991122

Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE
DK DM DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 157840

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... content and applications based on profile

Pulls content from multiple data sources: static, database, third party site

Matches content to users via configurable business rules

Allows custom template based publishing

The content channels component of the **present** invention also provides for generic and custom template based publishing by displaying selected content and...

13/3,K/22 (Item 19 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00803620 **Image available**

**METHOD AND APPARATUS FOR MEASURING EFFECTIVENESS OF ON-LINE ADVERTISING
PROCEDE ET APPAREIL PERMETTANT D'EVALUER L'EFFICACITE D'UNE PUBLICITE EN
LIGNE**

Patent Applicant/Assignee:

NETCENTIVES INC, 475 Brannan Street, San Francisco, CA 94107, US, US
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BORG Alan S, 1500 Hinman, #101, Evanston, IL 60201, US, US (Residence),
US (Nationality), (Designated only for: US)

SCOGNAMILLO Frank, 13630 South Canyon Drive, Phoenix, AZ 85016, US, US
(Residence), US (Nationality), (Designated only for: US)

DULIN Charles D, 16413 South 36th Street, Phoenix, AZ 85048, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

TAGLIAFERRI Daniel D (et al) (agent), Townsend and Townsend and Crew LLP,
Two Embarcadero Center, 8th Floor, San Francisco, CA 94111-3834, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200137183 A1 20010525 (WO 0137183)

Application: WO 2000US31893 20001120 (PCT/WO US0031893)

Priority Application: US 99166451 19991119

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7603

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... 712, a determination is made, via information supplied by the ISP, as to whether the **user** clicked through to the **web** site of the **advertiser** of the **displayed advertisement**. A click through means that the **consumer** clicked on the displayed advertisement and was redirected, via the associated link, to the advertiser's web page...

Claim

... records associated with the
i 1
consumer's purchase identifier to determine the effectiveness **parameter** of the advertisement.

7 Apparatus for measuring advertising effectiveness of a merchant's **advertisement presented** on a data **network**, the apparatus comprising:
means for identifying a **consumer** that accesses the data **network** ;
means for **presenting** the **advertisement** to the **consumer** via the data network; means for recording the consumer's network activity in an activity...

13/3,K/23 (Item 20 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00801777 **Image available**

A SYSTEM AND METHOD FOR PRESENTING MEDIA OBJECTS ON USER-SELECTED DOCUMENTS OBTAINED FROM A COMPUTER NETWORK

SYSTEME ET PROCEDURE DESTINEES A PRESENTER DES OBJETS SUPPORTS SUR DES DOCUMENTS UTILISATEURS CHOISIS, OBTENUS SUR UN RESEAU D'ORDINATEURS

Patent Applicant/Assignee:

LOAD MEDIA NETWORK INC, 722 North Seward Street, Hollywood, CA 90038, US,
US (Residence), US (Nationality), (For all designated states except:
US)

Patent Applicant/Inventor:

WARSTLER Morgan S E, 2018 Whitley Terrace, Hollywood, CA 90026, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HAMRICK Claude A S (et al) (agent), Oppenheimer Wolff & Donnelly LLP,
1400 Page Mill Road, Palo Alto, CA 94304, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200135298 A1 20010517 (WO 0135298)

Application: WO 2000US30708 20001107 (PCT/WO US0030708)

Priority Application: US 99438625 19991112

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5047

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... provide advertising space with the ad network rather than with the multitude of
SUBSTITUTE SHEET (RULE 26)
the on-line user .

Currently, the chief types of **advertisements** being **displayed** on **Web** documents are banners, buttons, and animated graphics. Banners are now a common source of advertising...

13/3,K/24 (Item 21 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00790590 **Image available**

GATEWAY TO TRANSACTION PROCESSING NETWORK

PASSERELLE VERS UN RESEAU DE TRAITEMENT DE TRANSACTIONS

Patent Applicant/Assignee:

NOVA CORPORATION, Suite 300, One Concourse Parkway, Atlanta, GA 30028, US
, US (Residence), US (Nationality), (For all designated states except:
US)

Patent Applicant/Inventor:

BARNETT Timothy, 830 Devenish Lane, Roswell, GA 30028, US, US (Residence)
, US (Nationality), (Designated only for: US)

GALLOWAY John, 3500 Ennfield Lane, Duluth, GA 30096, US, US (Residence),
US (Nationality), (Designated only for: US)

Legal Representative:

GOLDMAN Rebecca (et al) (agent), Long Aldridge & Norman LLP, Suite 600,
701 Pennsylvania Avenue, N.W., Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200124087 A1 20010405 (WO 0124087)

Application: WO 2000US25669 20000920 (PCT/WO US0025669)

Priority Application: US 99404463 19990924

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5864

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... party host computer. The merchant computer 122 forms part of the merchant system 120.

The **customer** computer I IO **views** the **promotional** materials (e.g., **on - line** catalogs, etc.) from the merchant computer 122. If the **customer** indicates a desire to purchase a

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product or service promoted by the merchant computer 11.2, the merchant computer 122...

13/3,K/25 (Item 22 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00781899 **Image available**

DYNAMIC PROPAGATION OF PROMOTIONAL INFORMATION IN A NETWORK OF POINT-OF-SALE TERMINALS

DIFFUSION DYNAMIQUE D'INFORMATIONS A CARACTERE PROMOTIONNEL DANS UN RESEAU DE TERMINAUX DE POINTS DE VENTE

Patent Applicant/Assignee:

WALKER DIGITAL LLC, Five High Ridge Park, Stamford, CT 06905, US, US
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

WALKER Jay S, 124 Spectacle Lane, Ridgefield, CT 06877, US, US
(Residence), US (Nationality), (Designated only for: US)

MUELLER Raymond J, 89 Catbrier Road, Weston, CT 06883, US, US (Residence)
, US (Nationality), (Designated only for: US)

VAN LUCHENE Andrew S, 9 Greenwood Place, Norwalk, CT 06854, US, US
(Residence), US (Nationality), (Designated only for: US)

TEDESCO Daniel E, 49 Kings Highway North, Westport, CT 06880, US, US
(Residence), US (Nationality), (Designated only for: US)

BEMER Keith, 517 E. 75th Street - #2E, New York, NY 10021, US, US
(Residence), US (Nationality), (Designated only for: US)

TULLEY Stephen C, 15 River Place, Stamford, CT 06907, US, US (Residence),
US (Nationality), (Designated only for: US)

ALDERUCCI Dean, 19-8 Prospect Ridge Road, Ridgefield, CT 06877, US, US
(Residence), US (Nationality), (Designated only for: US)

HEIER Jeffrey E, 3 Mountain View Road, Somers, NY 10589, US, US
(Residence), US (Nationality), (Designated only for: US)

RATH Anna, 23232 Town Walk Drive, Hamden, CT 06518, US, US (Residence),
US (Nationality), (Designated only for: US)

Legal Representative:

LEVIN Nathaniel (et al) (agent), Walker Digital Corporation, Intellectual
Property Department, Five High Ridge Park, Stamford, CT 06905, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200115033 A2-A3 20010301 (WO 0115033)

Application: WO 2000US19426 20000717 (PCT/WO US0019426)

Priority Application: US 99150630 19990825; US 2000538751 20000330

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 18048

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... speakers associated with POS ten-ninals. Offers may be displayed on

POS terminals and/or **Web** sites (e.g. as **banner advertisements displayed** while **customer** access a **Web** site or adjust the contents of a virtual shopping cart).

The propagation **rules** database may include other types of data in addition to those illustrated in Fig. 6...

13/3,K/26 (Item 23 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00778772

METHOD AND APPARATUS FOR PROCESSING AND REVIEWING ADVERTISEMENT SUBMISSIONS FOR CONTENT AND CONFORMITY

PROCEDE ET APPAREIL DE TRAITEMENT ET DE VISUALISATION DU CONTENU ET DE LA CONFORMITE DE PRESENTATIONS D'ANNONCES PUBLICITAIRES

Patent Applicant/Assignee:

SOLBRIGHT INCORPORATED, 7th Floor, 212 Fifth Avenue, New York, NY 10010, US, US (Residence), US (Nationality)

Inventor(s):

COMPTON Anthony K, One Irving Place, #V-11-I, New York, NY 10003, US, HABBOUB Fouad K, 55 Pineapple Street, Brooklyn, NY 11201, US,

Legal Representative:

KALOW David (agent), Kalow & Springut LLP, 488 Madison, 19th Floor, New York, NY 10022, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200111516 A2 20010215 (WO 0111516)

Application: WO 2000US20765 20000728 (PCT/WO US0020765)

Priority Application: US 99147130 19990804; US 99375865 19990817

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8087

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... html, and existence of any references to Java or JavaScript.

In step 76, ad model **parameters** are retrieved from the database and stored in memory. The ad model **parameters** represent **Web** site guidelines

for **displaying advertisements**. Because the **parameters** are set by the **user** at

1 5 the front-end of the system and may be changed, the **parameters** are retrieved from a common database to reflect the current selection of the user and...

13/3,K/27 (Item 24 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
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00753796 **Image available**

**TECHNIQUE FOR FACILITATING CUSTOMER TRANSACTIONS OVER A COMPUTER NETWORK
USING CUSTOMIZED INFORMATION FROM A BACKEND COMPUTING SYSTEM
TECHNIQUE FACILITANT DES TRANSACTIONS CLIENT SUR UN RESEAU INFORMATIQUE AU
MOYEN D'UNE INFORMATION PERSONNALISEE PROVENANT D'UN SYSTEME
INFORMATIQUE PRINCIPAL**

Patent Applicant/Assignee:

AVOLENT INC, Suite 100, 444 De Haro Street, San Francisco, CA 94107, US,
US (Residence), US (Nationality)

Inventor(s):

DAS Robin K, 66 Bayview Drive, San Carlos, CA 94070, US,
RADOVANCEVICH Michael Pavle, 328 Rosilie Street, San Mateo, CA 94403, US,

TWYMAN Nicholas M, 1531 Golden Gate Avenue, San Francisco, CA 94116, US,
BROWN Mathew, 479 Duboce Avenue, San Francisco, CA 94117, US,
LANZA Michael, 810 Arkansas Street, San Francisco, CA 94107, US,
VALENTE Brian, Apartment 1, 1739 Lake Street, San Francisco, CA 94121, US

DISCHLER Gerald, 7026 Saroni Drive, Oakland, CA 94611, US,

Legal Representative:

WOLF Dean E (agent), Beyer Weaver & Thomas, LLP, P.o. Box 130, Mountain
View, CA 94042-0130, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200067176 A2-A3 20001109 (WO 0067176)

Application: WO 2000US11676 20000501 (PCT/WO US0011676)

Priority Application: US 99304237 19990503

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 24543

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... pre-pay for six-months of phone service." Thus, using consumer
specific billing information, the **rules** may be used in conjunction with
the Presentation **Server** to **present** customized **advertisements** to the
end- user .

Third **party** software products may be used for generating or
constructing **rules** within **rules** directory 22Y.I. such as. for
example. Neuron Data Elements Advisor. from Neuron Data. Inc...

13/3,K/28 (Item 25 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00745523 **Image available**

**INTERNET POINT OF ACCESS CONTENT INSERTION METHOD AND
INFORMATIONDISTRIBUTION SYSTEM
RESEAUX PUBLICITAIRES EN LIGNE ET SYSTEMES DE DISTRIBUTION D'INFORMATIONS
ET DE PUBLICITE SUR LE WEB**

Patent Applicant/Assignee:

SOURCEGATE SYSTEMS INC, 7 New England Executive Park, Burlington, MA
01803, US, US (Residence), US (Nationality)

Inventor(s):

WEY Rachel C, 33A Knight's Bridge, Guilderland, NY 12084, US,
WEY Lead, 33A Knight's Bridge, Guilderland, NY 12084, US,

Legal Representative:

KELLY Edward J (et al) (agent), Foley, Hoag & Eliot, LLP, One Post Office
Square, Boston, MA 02109, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200058897 A2 20001005 (WO 0058897)

Application: WO 2000US8458 20000330 (PCT/WO US0008458)

Priority Application: US 99126881 19990330

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 10104

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... are using computing resources

provi I Y

connected to private data-networks 203 belongincr to **network** members

102. Each time an **advertisement** is **displayed** to a **user** , accessed by
a **user** , or each time a transaction (sale of a

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product or service) is completed by a user, process step 113 may be
initiated...

13/3,K/29 (Item 26 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00734789 **Image available**

A COMPUTER SYSTEM FOR DISPLAYING ADVERTISEMENTS TO CLIENTS

**SYSTEME INFORMATIQUE PERMETTANT D'AFFICHER DES MESSAGES PUBLICITAIRES A
L'INTENTION DE CLIENTS**

Patent Applicant/Inventor:

GROPPER Robert L, 8416 Island Drive South, Seattle, WA 98118, US, US
(Residence), US (Nationality)

Legal Representative:

HALEY Jeffrey T. Graybeal Jackson Haley LLP, Suite 350, 155-108th Avenue
Northeast, Bellevue, WA 98004-5901, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200048106 A1 20000817 (WO 0048106)
Application: WO 2000US3528 20000211 (PCT/WO US0003528)
Priority Application: US 99249269 19990212
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 27570

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... with exception of the fact that the server ad control profile is
utilized by the **server** ad player to control the **display** of **server**
ads not **client** ads. As such, the server ad control profile contains
parameters which describe the ad type, actions, and display schedule of
each server ad. Server ads...

Claim

... session /,-@.6own-1 Down-load
client
L-@c ient prog
d t program
SUBSTITUTE SHEET (**RULE** 26)
6 / 22
eg n Fig. 1 0
1018
view **client** ad Terminate
communication
100 s session with
Display **client** 44 **server** system
focus- **ad** " screen
Display 1020
advertiser 's eturn
focus ad ?
1006
Display 1016 Access 1022
replacement details from s ay ent...

13/3,K/30 (Item 27 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00494824 **Image available**

METHOD AND SYSTEM FOR DISTRIBUTING AND RECONCILING ELECTRONIC PROMOTIONS
PROCEDE ET SYSTEME DE DISTRIBUTION ET DE RAPPROCHEMENT D'OFFRES
PROMOTIONNELLES ELECTRONIQUES

Patent Applicant/Assignee:

CONCEPT SHOPPING INC,
KEPECS Jonathan,

Inventor(s):

KEPECS Jonathan,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9926176 A1 19990527

Application: WO 98US24208 19981113 (PCT/WO US9824208)

Priority Application: US 97970526 19971114

Designated States: AU BR CA CN JP MX US AT BE CH CY DE DK ES FI FR GB GR IE
IT LU MC NL PT SE

Publication Language: English

Fulltext Word Count: 11966

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... unique ID, or a

collection of such stores, via the advertising vehicle. Any

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selections of the choices made by the **consumer** over a
communications **network** used to **deliver** the **advertising** are
recorded when possible and are required to enable the
associated promotions.

In one aspect...trends or patterns in consumer

purchases as broadly or narrowly as desired. Nonetheless,

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despite this use of consumer information, the privacy of the
particular **consumer** is protected as described above.

General Applications for the DAP **Advertising Server**

While the **present** description of the DAP Advertising

Server (DAPAS) 14 envisions access via a Web browser, the
DAPAS 14 should be viewed as...

Set	Items	Description
S1	27	AU=(WILKINS C? OR WILKINS, C?)
S2	4500676	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	214792	S2(3N) (DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VIEW?)
S4	56282	S3(15N) (TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5	672	S4(15N) (PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEAT- UR? OR WEIGH? OR RULE? ?)
S6	2	S5(S) (FLIGHT? OR LINEAR? OR NONLINEAR)
S7	91	S5(7N) (DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT- RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL? OR WWW OR CYBER? OR LAN OR SERVER?)
S8	71	S7 NOT PY>2001
S9	45	RD (unique items)
S10	41	S9 NOT PD=20010116:20040308
S11	7	S1 AND S2
S12	48	S10 OR S11
S13	48	RD (unique items)

? show file

File 9:Business & Industry(R) Jul/1994-2004/Mar 05
(c) 2004 Resp. DB Svcs.

File 15:ABI/Inform(R) 1971-2004/Mar 08
(c) 2004 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2004/Mar 08
(c) 2004 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2004/Mar 05
(c)2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2004/Mar 08
(c) 2004 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Mar 05
(c) 2004 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2004/Mar 08
(c) 2004 The Gale Group

File 635:Business Dateline(R) 1985-2004/Mar 06
(c) 2004 ProQuest Info&Learning

13/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2818548 Supplier Number: 02818548 (USE FORMAT 7 OR 9 FOR FULLTEXT)
E-Biz Rules Engine Gains Flexible 'Advisor' Function
(Blaze Software's e-commerce rules engine, the Blaze Advisor, permits business managers to dynamically change rules as business conditions warrant)
InternetWeek, p 26
June 05, 2000
DOCUMENT TYPE: Journal ISSN: 0746-8121 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 448

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...sees that a brand of refrigerator is not selling so well. He can use a Web browser to change rules so that customers who come to a certain page or who have already bought one appliance are shown promotions -such as a reduced price-for that type of refrigerator.

Blaze officials also envision Innovator...

13/3,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2285643 Supplier Number: 02285643 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Target Marketing For Online Banks
(Digital Insight launches Target Marketing product for Internet banking)
National Mortgage News, v 23, n 5, p 44
October 19, 1998
DOCUMENT TYPE: Journal ISSN: 1050-3331 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 318

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...database marketing capabilities now being developed."

In a typical scenario, a bank might create a rule to check whether a customer has registered for bill payment services. If the customer has not registered, then the bank's server can deliver a promotion for the product. If the customer already uses the bill payment service to pay loans, the system can deliver a promotion for refinancing. Such promotions could also include e-mail application forms that could be submitted...

13/3,K/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2186945 Supplier Number: 02186945 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Web Ad Blocking Software Due Tomorrow
(WRQ's @Guard enables personal computer users to block online ads, banners,

and animations, as well as cookies, referral files, and security incursions)

Newsbytes News Network, p N/A

June 13, 1998

DOCUMENT TYPE: Journal ISSN: 0983-1592 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 583

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...firm designed to block TV ads was taken to court, he noted. But the courts **ruled** in favor of the VCR firm, finding that there was no "implicit requirement for **viewing ads** among **users**."

Reported by Newsbytes News **Network** : [http:// www .newsbytes.com](http://www.newsbytes.com) .

(19980613/Press Contacts: Anne Marshall, WRQ, 206-217-7725; Lisa Geschke, Parker LePla...

13/3,K/4 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2004 Resp. DB Svcs. All rts. reserv.

1893865 Supplier Number: 01893865 (USE FORMAT 7 OR 9 FOR FULLTEXT)

PointCast Direct offers per-click ad banner model

(PointCast Direct is a direct marketing service being launched 7/21/97 by PointCast, the firm that was the first firm with the push 30-second spots)

Advertising Age, v 68, n 29, p 26

July 21, 1997

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 604

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...A per-click model makes sense for it, he added, because PointCast sends content to **users** , making it impossible to report **Web page views** to **advertisers** .

"I think within their **parameters** it makes sense," Mr. Neufeld said. It can help PointCast attract new clients and, ultimately...

13/3,K/5 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

02519967 120582927

E-knowledge networks for inter-organizational collaborative e-business

Warkentin, Merrill; Bapna, Ravi; Sugumaran, Vijayan

Logistics Information Management v14n1/2 PP: 149-162 2001

ISSN: 0957-6053 JRNL CODE: LIM

WORD COUNT: 7527

...TEXT: the client's cookie, but is also combined with other profile information sometimes gathered with **Web** forms. Adserver technology

employs both Boolean decision **rules** and stochastic processes to determine the appropriate custom digital **advertising** content to **deliver** to the **server** (**target** **Web** site) in order to deliver to a specific viewer. This must be done in real...

13/3,K/6 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

02025589 53881663

P&G among the first to use Carlton interactive

Brech, Poppy

Marketing PP: 6 May 11, 2000

ISSN: 0025-3650 JRNL CODE: MAR

WORD COUNT: 333

...TEXT: interactive ads platform.

The ads were launched on Canton's two digital channels, Canton Food **Network** and Canton Cinema, on ONdigital this week. **Viewers** watching the **AA** **ad** can calculate the cost of travel insurance depending on the destination, duration and number of **people**. Viewers of P&G's Max **Factor** **ad** can **view** all products used in the ad with a price guide and are given the chance...

13/3,K/7 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01987914 49753304

Vendors broach end-user privacy issues

Schwartz, Ephraim

InfoWorld v22n7 PP: 3 Feb 14, 2000

ISSN: 0199-6649 JRNL CODE: IFW

WORD COUNT: 473

...ABSTRACT: s participation. The profile holds data on the system configuration and resident software. On the **server**, advertisers specify **rules** that only **deliver** **ads** based on the system configuration created in the **user**'s profile. Avio Inc. has signed a deal that will put a technology similar to...

...TEXT: s participation. The profile holds data on the system configuration and resident software. On the **server**, advertisers specify **rules** that only **deliver** **ads** based on the system configuration created in the **user**'s profile.

For example, a component supplier for memory chips might create **rules** for **delivering** an **ad** if the profile reveals a system is configured with less than 32MB of RAM.

"All...

13/3,K/8 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01953719 46557850

The Silicon Alley heart of Internet advertising

Brown, Eryn

Fortune v140n11 PP: 166-168 Dec 6, 1999

ISSN: 0015-8259 JRNL CODE: FOR

WORD COUNT: 1512

...TEXT: your hard drive to record your surfing behavior. DART analyzes such data; then, according to **parameters** created by the **advertiser**, it **delivers** a **targeted** **ad** to the **Web** page popping up on your screen.

This kind of **targeting** is what makes **Web** advertising potentially more attractive than old-media advertising. Whereas TV and print advertising shoot for...

13/3,K/9 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01775317 04-26308

Getting to know your web customers

Campbell, Mike

Bank Marketing v31n1 PP: 42 Jan 1999

ISSN: 0888-3149 JRNL CODE: BNM

WORD COUNT: 604

...TEXT: an appropriate new rule and message."

In a typical scenario, a bank might create a **rule** to check whether a customer has registered for bill payment services. If the **customer** has not registered, then the bank's **server** can **deliver** a **promotion** for this service. If the **customer** already uses the bill payment service to pay loans, then the system can **deliver** a **promotion** for refinancing.

"The more the institution and **customer** interact over time," Mr. Fiore added, "the more precise marketing efforts can become. A bank..."

13/3,K/10 (Item 6 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01770115 04-21106

They can't sell what they don't know

Newton, Jim

Agency Sales Magazine v29n2 PP: 57-58 Feb 1999

ISSN: 0749-2332 JRNL CODE: AGE

WORD COUNT: 1146

...TEXT: talk about your products in a way that will reflect positively on them. This confidence **factor** comes in five pieces:

Confidence that there is a local market. Usually case studies and **promotional** pieces **show** monumental projects. This **distributor** may not serve those markets. Discuss how local **buyers** are, or could be, using the product you're featuring. No big deal, but it...

13/3,K/11 (Item 7 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01726829 03-77819

The heat is on

Kay, Edward I

Satellite Communications v22n11 PP: 43-47 Nov 1998

ISSN: 0147-7439 JRNL CODE: SAC

WORD COUNT: 1412

...TEXT: determine the key factors for success. Bundled services, along with other competitive strategies will also **weigh** into the decision process. The **Internet** 's ability to empower **users** with video on demand, bi-directional and **target advertising** , selective **viewing** of custom-processed enhanced content, are just a few examples of many planned innovations. Secured...

13/3,K/12 (Item 8 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01637519 02-88508

Industry measures up

Beyaztas, Binnur

Marketing PP: 13 May 14, 1998

ISSN: 0025-3650 JRNL CODE: MAR

WORD COUNT: 329

...TEXT: agree on standards for online media. The standards will create a common global language for **buyers** and sellers of Net **advertising** .

At **present** every organisation has its own set of **rules** for buying and selling **Internet** ads, impeding the medium's growth. The standards will create a set of benchmarks which...

13/3,K/13 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00810333 94-59725

The physical distribution concept as a philosophy of business

Staude, Gavin E

International Journal of Physical Distribution & Logistics Management

v23n5 PP: 52-55 1993

ISSN: 0960-0035 JRNL CODE: IPD

WORD COUNT: 2589

...TEXT: but between what they add to their factory output in the form of packaging, services, **advertising** , **customer** advice, financing, **delivery** arrangement, warehousing and other things that **people** value[4].

Thus **consumers** may well have physical **distribution** needs which, if satisfied, may be the key determining **factor** in whether they buy from a particular firm rather than any other. This contention is...

13/3,K/14 (Item 10 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00677261 93-26482

Perot growing pains strain relationships

Halper, Mark

Computerworld v27n9 PP: 1, 14 Mar 1, 1993

ISSN: 0010-4841 JRNL CODE: COW

WORD COUNT: 958

...TEXT: re no different."

Europcar's importance to Perot is clear and not just because a **banner** performance would **showcase** its **distributed** computing capabilities and help Perot shed the image of hierarchical computing that **users** still attach to outsources.

The job carries enormous **weight** for Europcar's future and could demonstrate that Perot can plan an integral role in...

13/3,K/15 (Item 11 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00360582 87-19416

Will Cable TV Tie Into Your Target Audience?

Riggs, Vicki

Bank Marketing v19n5 PP: 22-24 May 1987

ISSN: 0888-3194 JRNL CODE: BNM

...ABSTRACT: in 1986. Advertising-supported programming is the fastest growing segment of cable programming. Because cable **subscribers** are less receptive to **advertising** than **network TV viewers**, cable **advertisers** have learned to create commercials that are appealing and informative. Banks must **weigh** the advantages and disadvantages of cable advertising, just as they do for other media. ...

13/3,K/16 (Item 12 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00270714 85-11147

The Straight and Narrow

Wilkins, Chris

Marketing v18n13 PP: 47-50 Sep 27, 1984

ISSN: 0025-3650 JRNL CODE: MAR

Wilkins, Chris

ABSTRACT: In **advertising**, failure tends to be studied more carefully than success. Only when a campaign is going well, however, can a client and the agency analyze what **advertising** is contributing. The client and agency must first decide exactly what they expect **advertising** to do. A strategy must be developed, and the **advertising** must be measured against the specific goals that have been set. It is advantageous to...

... and measure the effect on buying behavior before analysis of sales data takes place. The **advertising** strategies of 2 competing lagers - Carlsberg and Heineken - illustrate 2 successful approaches which nevertheless sacrificed one dimension. The Carlsberg **ad** is quiet and

serious, sacrificing fun and sociability; the funny and outrageous Heineken ads cost the company in the perception of its quality. Benson & Hedges cigarettes has launched a...

DESCRIPTORS: Advertising ; ...

... Advertising campaigns

13/3,K/17 (Item 13 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00195557 83-07118
Spotlight on the Quality Profession - Promotions
Wilkins, Carole R.
Quality Progress v16n2 PP: 27-28 Feb 1983
ISSN: 0033-524X JRNL CODE: QPR

Spotlight on the Quality Profession - Promotions
Wilkins, Carole R.

ABSTRACT: Obtaining a **promotion** in a quality field is like any other career - it involves selling yourself. The individual...

... Priorities must be established according to personal goals. In evaluating one's worth for a **promotion**, the person should maintain a list of accomplishments. The person should try to develop work relationships and maintain state-of-the-art technical competence. In working for a **promotion**, the quality control professional should adapt creative and innovative techniques to the organization's norms...

... out how they got there and what career paths they followed. Even if getting a **promotion** is not a goal, the quality control professional should consider these areas in an attempt...

...DESCRIPTORS: Employee **promotions** ;

13/3,K/18 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08291112 Supplier Number: 65574804 (USE FORMAT 7 FOR FULLTEXT)
Web-savvy hearing care providers add another tool to their marketing kits.
Bloom, Sara
The Hearing Journal, v53, n9, p23
Sept, 2000
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Professional
Word Count: 4737

... place from which it can move naturally from element to element.
Size is an important **factor** in website design. Unlike print media, where everyone **views** your **advertisement** in the same size and format, **web users** see images differently, depending on which browser they are using, and the size of their...

13/3,K/19 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08232863 Supplier Number: 69298151 (USE FORMAT 7 FOR FULLTEXT)
D-I-Y FOR ALL AGES.

KING, ADAM
Do-It-Yourself Retailing, v180, n1, p43
Jan, 2001
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 5766

... savvy than Boomers (50 percent compared to 32 percent), making the Swing generation a strong **target** for **promotions** or information **delivered** via **Internet** or e-mail.

THE X FACTOR

Generation Xers, those who are between 24 and 35 years old, are the driving force...

13/3,K/20 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

08217696 Supplier Number: 69179013 (USE FORMAT 7 FOR FULLTEXT)
Multimedia Live's E-Commerce Engine MarketLive Makes Generational Leap by Adding Manna's Leading Personalization Solution FrontMind.

Business Wire, p0067
Jan 15, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 980

... offer e-tailers virtually unlimited flexibility and control over their online businesses, while optimizing the **online** experience for their **customers**. To date, MarketLive's already impressive **rules**-based personalization capabilities have included dynamic product **displays**, customized campaigns, **promotions**, content, and cross-sells that are critical to keeping the **customer** front and center.

With the integration of Manna's FrontMind technology, MarketLive will be able...

13/3,K/21 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07472082 Supplier Number: 62503303 (USE FORMAT 7 FOR FULLTEXT)
E-Biz Rules Engine Gains Flexible 'Advisor' Function. (Blaze Advisor Innovator from Blaze Software) (Product Announcement)

Tillett, L. Scott
InternetWeek, p26
June 5, 2000
Language: English Record Type: Fulltext
Article Type: Product Announcement
Document Type: Tabloid; Trade
Word Count: 463

... sees that a brand of refrigerator is not selling so well. He can use a **Web** browser to change **rules** so that **customers** who come to a

certain page or who have already bought one appliance are **shown promotions** -such as a reduced price-for that type of refrigerator.
Blaze officials also envision Innovator...

13/3,K/22 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07045545 Supplier Number: 57796817 (USE FORMAT 7 FOR FULLTEXT)
Sky's now the limit for 'functional' portal; As the free ISP frenzy shows no sign of abating, Robert Venes looks at BSkyB's recent offering. (Company Business and Marketing)
New Media Age, p14(1)
July 22, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 886

... the service began late last year.
According to Paul Wright, head of sales at Sky **Online** , one of the key **factors** differentiating the Sky offering from its rivals is branding and content. "From an **advertiser** 's point of **view** , Skynow will attract **users** as it's content rich. That's a case of Sky doing what it's...

13/3,K/23 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06808473 Supplier Number: 57587900 (USE FORMAT 7 FOR FULLTEXT)
Mediaplex Partners with SoftCoin to Leverage Offline Purchasing Behavior for Online Advertising.
Business Wire, p1058
Nov 16, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 402

... s profile, the advertiser's business data (such as product inventory and pricing), and the **online** campaign's performance. Based on these business **rules** , MOJO serves the most appropriate **ad** to a specific **viewer** in real time. The SoftCoin relationship will allow MOJO to **target users** based on their offline behavior patterns, and provide a much more relevant message to the...

13/3,K/24 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06662151 Supplier Number: 55862957 (USE FORMAT 7 FOR FULLTEXT)
Intraware Expands Business-to-Business E-Marketplace for IT Professionals, and Establishes Partner Relationships With Hewlett Packard, Macromedia and Novell.
PR Newswire, p3283
Sept 27, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1239

... new functionality and improvements to its IT E-marketplace:
* Personalized Price Books -- Intraware is providing customers with the ability to administer multiple, password-protected online price books that are used to view negotiated and promotional pricing on an individual product line basis. These pricing books enable customers to complete their online orders based on these account-specific pricing rules . The new pricing books are an important new development because software pricing is often informally...

13/3,K/25 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06160419 Supplier Number: 53974250 (USE FORMAT 7 FOR FULLTEXT)
@Home Network Rich Media Study Reveals Broadband Advertising Offers More Effective Branding and Communications Channel.
PR Newswire, p9920
March 1, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1049

... for assessing Internet advertising success and the ability to help advertisers understand and quantify how consumers view and use online advertising0 . Actual results may differ materially due to a number of factors , including: the technological, operational, and financial challenges of developing an integrated advertisement that subscribers find ...

13/3,K/26 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06036269 Supplier Number: 53491140 (USE FORMAT 7 FOR FULLTEXT)
Digital Insight Makes A Play For Small Banks.
Retail Delivery News, v3, n25, pNA
Dec 23, 1998
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 836

... account sign-up forms and loan applications.
In a typical scenario, a bank creates a rule to check whether a customer has registered for bill payment services. If the customer has not registered, the bank's server can deliver a product promotion to that customer . If the customer already uses the bill payment service, then the system can deliver a promotion for refinancing. Such promotions also can include e-mail application forms that can be submitted ...

13/3,K/27 (Item 10 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06004732 Supplier Number: 53395946 (USE FORMAT 7 FOR FULLTEXT)
**Four Solutions To Rev Up Your E-Commerce Business.(Software
Review)(Evaluation)**
Hoffman, Richard
Network Computing, p75(1)
Dec 15, 1998
Language: English Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Trade
Word Count: 4330

... site based on user ID, and it seemed straightforward to use the Direct Mailer to **target** e-mail messages to specific **users**. In addition, the Ad **Server** can be used to **display** customized **ads** and prepare **user** -analysis reports regarding usage. We used the product's **Rule** Builder tool to execute ASP/VBScript code within pages to present information based on membership...

13/3,K/28 (Item 11 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

05879565 Supplier Number: 53059074 (USE FORMAT 7 FOR FULLTEXT)
Digital Insight Adds Target Marketing to Internet Banking.
PR Newswire, p4211
Oct 6, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 759

... 191,000 home banking customers currently enrolled and active. Target Marketing will allow Digital Insight **clients** to select precisely **targeted** marketing promotions for these **customers** and **present** the selected **promotions** in real time.

The new product incorporates **rule** -based messaging technology. Using this technology, the **Internet** server can review stored customer information and client-generated business rules to select a promotion...

...an appropriate new rule and message."

In a typical scenario, a bank might create a **rule** to check whether a customer has registered for bill payment services. If the **customer** has not registered, then the bank's **server** can **deliver** a **promotion** for this product. If the **customer** already uses the bill payment service to pay loans, then the system can **deliver** a **promotion** for refinancing. Such promotions could also include e-mail application forms that could be submitted...

13/3,K/29 (Item 12 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

05140308 Supplier Number: 47846851 (USE FORMAT 7 FOR FULLTEXT)
PointCast Direct offers per-click ad banner model
Riedman, Patricia
Advertising Age, p26

July 21, 1997
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 601

... A per-click model makes sense for it, he added, because PointCast sends content to **users**, making it impossible to report **Web** page **views** to **advertisers**.

'I think within their **parameters** it makes sense,' Mr. Neufeld said. It can help PointCast attract new clients and, ultimately...

13/3,K/30 (Item 13 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

05035030 Supplier Number: 47392073 (USE FORMAT 7 FOR FULLTEXT)
WorldPages introduces localized Internet banner advertising; uses keyword combinations and geographic attributes to target display banner advertisements at specific consumers.

Business Wire, p05191086

May 19, 1997

Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 689

... calculates impression limits in real time, allowing the exact number of impressions requested by a **customer** to be delivered. AdServer uses a sophisticated **weighting** mechanism to **deliver** selected **advertisements** according to different **customer** -requested impression rates.

Sales channels and **distribution**

WorldPages offers an array of local, regional, and national programs for advertisers who seek to...

13/3,K/31 (Item 14 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

03878218 Supplier Number: 45573881 (USE FORMAT 7 FOR FULLTEXT)
Sell The Sizzle: One key to a successful food show is an effective pre-show promotion strategy that builds excitement and anticipation.

FoodService Distributor, p60

June, 1995

Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1120

... and raise awareness of its customer service orientation and capabilities.

Sizzle has to ignite a **distributor** 's sales force as well as its **customers**. It is essential that your employees buy into the **promotion** of the **show** wholeheartedly. DSRs are indisputably the most important **factor** in getting operators to the show. Management must strike the match and fan the flame...

13/3,K/32 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

13016666 SUPPLIER NUMBER: 62385758 (USE FORMAT 7 OR 9 FOR FULL TEXT)
P&G among the first to use Canton interactive.

Brech, Poppy

Marketing, 6

May 11, 2000

ISSN: 0025-3650

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 344

LINE COUNT: 00030

The ads were launched on Canton's two digital channels, Canton Food Network and Canton Cinema, on ONdigital this week.

Viewers watching the AA ad can calculate the cost of travel insurance depending on the destination, duration and number of people. Viewers of P&G's Max Factor ad can view all products used in the ad with a price guide and are given the chance...

13/3,K/33 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

09906325 SUPPLIER NUMBER: 20052137 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Nando.net Switches To Accipiter For Advertising Delivery Across Network Of Newspaper Web Sites

PR Newswire, p1209CHTU003

Dec 9, 1997

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 571

LINE COUNT: 00055

... news and information from around the world every three to six minutes. A key decision factor for Nando was how the network version of Accipiter's AdManager enables the centralized management, targeting, delivery, and analysis of ad performance across a number of Web sites.

"We are pleased to offer a solution to effectively manage the national and local...

13/3,K/34 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

07276872 SUPPLIER NUMBER: 15499987 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The big and small of it. (In-Store Marketing)

Urbanski, Al

Food & Beverage Marketing, v13, n5, p50(2)

May, 1994

ISSN: 0731-3799

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1238

LINE COUNT: 00094

... that are less expensive than coupons. Plus, the technology is impressive. There's a "wow" factor when consumers see it at checkout."

APT's Vision Value Network is a combination frequent shopper program, debit payment system, advertising medium, and coupon delivery system housed in a dual-screen monitor facing the shopper at checkout. Network members, who disclose household demographic information to join, run their cards through the machine and...

13/3,K/35 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07171678 SUPPLIER NUMBER: 14982445 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Private-label development suffering in slow economy. (Package Converting)
(Column)

Sacharow, Stanley
Paper, Film & Foil Converter, v68, n1, p64(2)
Jan, 1994

DOCUMENT TYPE: Column ISSN: 0031-1138 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 1578 LINE COUNT: 00124

... change their lifestyle; they just want to pay less for it," he said.

A secondary **factor** encouraging store-brand development is the diminished ability of **advertising** to **deliver** a mass audience. Brand-name companies typically have relied on **network** television to reach **consumers**, but cable has splintered those audiences.

Loblaw has agreed to produce 350 private-label products...

13/3,K/36 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07025448 SUPPLIER NUMBER: 15463281
Guidelines could spark Internet ad stampede. (advertising in the Internet)

Kimball, James G.
Business Marketing, v79, n5, p1(2)
May, 1994

ISSN: 0745-5933 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

ABSTRACT: The Coalition for Networked Information will propose rules on advertising placed in the **Internet**. The **rules** are expected to bring order to the **network** which has 15 to 30 million **users**. While **advertising** has been **presented** over the **Internet** ever since its establishment, there are advertisers who are ignorant of Internet culture. Two important...

13/3,K/37 (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

05862005 SUPPLIER NUMBER: 12276009 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Do good ads make the product bad? (fashion advertising)

Wilkins, Chris
Campaign, p22(2)
May 1, 1992

ISSN: 0008-2309 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1617 LINE COUNT: 00117

Do good ads make the product bad? (fashion advertising)
Wilkins, Chris

TEXT:

...over designer beers, leaving brewers an option to neglect their products in favour of the **ads**. Chris Wilkins complains that fashion **advertising** works for more than just jeans and perfume

Here's a theory. Good **advertising** can make for inferior products. It's a hypothesis that first occurred to me about...

...Crest prevented dental cavities better than anything else around. The role of the company's **advertising** was (and, I imagine, still is) to convince the public of that superiority.

When I naively suggested to my hosts that a cunning **advertising** campaign could persuade people to buy products that did not work as well as their...

...they? Well, some are and some aren't. Trouble is, an ever-growing body of **advertising** operates as though they are.

The day after my visit to P&G, I was...

...label brands were equally potent, the discriminators were price, availability and some abstract brand value. **Advertising** could not directly affect the first two, but it could create the third. It could create a fashion.

Most drinks **advertising** at the moment is "fashion" **advertising**, certainly almost all lager **advertising** is. The argument here is that because all lagers are pretty indistinguishable one from another, then it is the role of **advertising** to produce differentiation. But if we agree for the sake of the argument that all...

...in blind tasting situations are neglected as brands by drinkers, who are swayed mostly by **advertising** imagery? Why go to all the trouble and expense of making a better beer when you can change **advertising** agencies for free? Because no matter how much the brewers may whinge about the public...

...a homogeneous commodity, the fact remains that significant product improvements cost a lot more than **advertising**. To make a better lager, you'd probably have to buy better, costlier ingredients, invest...

...stringent quality control. So quality is not something that gets talked about much in lager **advertising**. With the noble exception of Stella Artois, **advertising** in this category relies on fantasy, user imagery and national origin. Just like Levi's, in fact. Fashion **advertising**.

But even Levi's **advertising** at its best is rooted in some product value. The commercial where the garment pulls... But in any event, Levi's may be forgiven for running the occasional pure fashion **ad**, since what it makes is a fashion product.

The same indulgence must be extended to scent **advertising**, of course, where product performance would be hard to quantify. But why has so much car **advertising** drifted mindlessly into the golden sunlight of Provence? Why do so many car commercials look...

...many dimensions, yet with the exception of Volkswagen and (until very recently) Volvo, cars are **advertised** as though they were cosmetics. Shiny red metal outfits that you apply to your body...

...a lover. And what is Volvo up to at the moment? After years of compelling **advertising** extolling the safety features of the marque, the **ads** have gone all vague and arty. I think this is a mistake.

In a recent...

...exceeded the legal requirements. Pretty standard for a Volvo, you might think. Except that the **ad** was for a Cadillac.

Not only do I doubt whether General Motors would have run such an **ad** without Volvo's precedent, but were it not for Volvo's concentration on safety over...

...I doubt whether GM would even have built such a car. In the meantime, what **advertising** is Volvo running in the US? A series of gritty, monochrome spreads featuring members of...

...grainy pictures of the survivors and the wrecked cars.

It's an object lesson in **advertising** to us all. When you've made an issue your own to the extent that...

...to improve the product.

The fact of the matter is that unless those responsible for **advertising** elect to compete on the battle-ground of product benefit and performance, there will be diminishing pressure on manufacturers to deliver an improved product. By **advertising** its safety features, I believe that Volvo has made all cars safer. But if the safety issue is allowed to slip out of the **advertising**, cars will simply get shinier. And you know why? Because money is a hell of...

...INDUSTRY CODES/NAMES: ADV **Advertising**, Marketing and Public Relations
DESCRIPTORS: **Advertising** --

13/3,K/38 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03243507 SUPPLIER NUMBER: 06117543
Tasty slice but whose life is it anyway? (television commercials) (column)
Wilkins, Chris
Marketing, p7(1)
Nov 12, 1987
DOCUMENT TYPE: column ISSN: 0025-3650 LANGUAGE: ENGLISH
RECORD TYPE: CITATION

Wilkins, Chris

INDUSTRY CODES/NAMES: ADV **Advertising**, Marketing and Public Relations
...
DESCRIPTORS: **Advertising** copy...

...Television **advertising** --

13/3,K/39 (Item 8 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03243472 SUPPLIER NUMBER: 06094189
When I was shaken but not stirred. (alcoholic beverages, James Bond, advertising) (column)
Wilkins, Chris
Marketing, p7(1)
Nov 5, 1987
DOCUMENT TYPE: column ISSN: 0025-3650 LANGUAGE: ENGLISH
RECORD TYPE: CITATION

When I was shaken but not stirred. (alcoholic beverages, James Bond, advertising) (column)
Wilkins, Chris

INDUSTRY CODES/NAMES: ADV **Advertising** , Marketing and Public Relations
...
...DESCRIPTORS: **Advertising**

13/3,K/40 (Item 9 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03243352 SUPPLIER NUMBER: 06076874
Calling a spade a research tool. (verification of advertising research)
 (column)
 Wilkins, Chris
Marketing, p6(1)
Sept 10, 1987
DOCUMENT TYPE: column ISSN: 0025-3650 LANGUAGE: ENGLISH
RECORD TYPE: CITATION

Calling a spade a research tool. (verification of advertising research)
 (column)
 Wilkins, Chris

INDUSTRY CODES/NAMES: ADV **Advertising** , Marketing and Public Relations
...
DESCRIPTORS: **Advertising** agencies...

... **Advertising** research

13/3,K/41 (Item 10 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03243318 SUPPLIER NUMBER: 05237544
The quick and the deadline. (column)
 Wilkins, Chris
Marketing, p6(1)
Aug 20, 1987
DOCUMENT TYPE: column ISSN: 0025-3650 LANGUAGE: ENGLISH
RECORD TYPE: CITATION

Wilkins, Chris

INDUSTRY CODES/NAMES: ADV **Advertising** , Marketing and Public Relations
...
DESCRIPTORS: **Advertising** --

13/3,K/42 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02223518 SUPPLIER NUMBER: 21136126 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Internet direct marketing. (Internet/Web/Online Service Information)
Wilkins, Jeff
e-Business Advisor, v16, n9, p32(4)
Sept, 1998
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2488 LINE COUNT: 00213

... a banner ad, the click triggers DoubleClick's ad management technology, running on DoubleClick's **server** . It completes dynamic **ad** matching, **targeting** , and **delivery** functions within milliseconds. **Banners** are hyperlinked to special advertisers' pages. Advertising can be **targeted** based on a variety of **factors** , including user interests, time of day, day of week, organization name and size, domain type...

13/3,K/43 (Item 2 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

01833045 SUPPLIER NUMBER: 17189959 (USE FORMAT 7 OR 9 FOR FULL TEXT)
ProductView seeks funding for 3Q launch of ad-supported E-mail.

(ProductView Interactive and CMGventures)

Electronic Marketplace Report, v9, n10, p7(2)

May 16, 1995

ISSN: 1071-247X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 407 LINE COUNT: 00036

... development, adequate staffing and a large marketing campaign.
ProductView (Cambridge, MA) originally planned to pay **consumers** to **view online ads** (EMR, Sept. 6, '94). But the company has since **ruled** out cash compensation and will instead offer in-kind credits, such as mileage for national...

13/3,K/44 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

04442775 Supplier Number: 55899863 (USE FORMAT 7 FOR FULLTEXT)
INTRAWARE: Intraware rolls out expansion of leading bu business-to-business e-marketplace for professionals.

M2 Presswire, pNA

Sept 28, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1105

... new functionality and improvements to its IT E-marketplace:
* Personalised Price Books - Intraware is providing **customers** with the ability to administer multiple, password-protected **online** price books that are used to **view** negotiated and **promotional** pricing on an individual product line basis. These pricing books enable **customers** to complete their **online** orders based on these account-specific pricing **rules** . The new pricing books are an important new development because software pricing is often informally...

13/3,K/45 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

1052660 00-17463

Kiosk Software, Inc. Merges With AmeriComUSA, Inc.; AmeriComUSA Chooses Kiosk Software to Deliver Multimedia Services to its Existing Internet Customers

Anonymous

Business Wire (San Francisco, CA, US) p1
PUBL DATE: 990322
WORD COUNT: 828
DATELINE: San Luis Obispo, CA, US, Pacific

TEXT:

...any advertisement, by day, month, or length of campaign, thereby giving advertisers the ability to **target** specific audience demographics. These unique features eliminate the "waste **factor** " **presently** being experienced with **banner** advertising. For the first time, **Internet** advertisers' problems with Internet advertising have been solved.

Microsoft is a registered trademark of Microsoft...

13/3,K/46 (Item 2 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

1046361 00-11073
Playboy sues Netscape, Excite over ads
Espe, Erik
Business Journal-San Jose (San Jose, CA, US), V16 N44 p1
PUBL DATE: 990219
WORD COUNT: 900
DATELINE: San Jose, CA, US, Pacific

TEXT:

...can contest the use of their trademark in a meta-tag, they have yet to **rule** on whether a holder can dictate what kind of **advertising Web portals display** when a **user** conducts a search with a protected term.

Playboy thinks it should have control over advertising...

13/3,K/47 (Item 3 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0799489 97-59476
Low-cost Internet Directory launched for small law firms, solo practioners
Baumann, Gregory C
Daily Record-Baltimore MD (Baltimore, MD, US) p3A
PUBL DATE: 970405
WORD COUNT: 434
DATELINE: Baltimore, MD, US, South Atlantic

TEXT:

...Baltimore attorney Anton Keating. Lancelotta's brother, Sam, helped arrange financing and handles marketing.

The **Consumer 's Directory's clients view** their new **Internet advertisements** as adjuncts to their normal marketing strategy.

"We were sort of **weighing** the relative merits of the phonebook versus the Internet and this is certainly a less...

13/3,K/48 (Item 4 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0610508 95-66802

Offer takes guts, and someone with a gut

Markiewicz, David A

Detroit News (Detroit, MI, US) sC p1

PUBL DATE: 950616

WORD COUNT: 253

DATELINE: Detroit, MI, US

TEXT:

...in Dearborn Heights Monday. The company is looking for 100 members willing to pose for **ads** that **show** how effective its program is.

"We'll periodically take pictures of the **people** who volunteer and see who has best met their **weight** -loss goal," said Karen **Webber** , owner of the local Form You 3 franchise.

About 90 percent of Form You 3...

Set	Items	Description
S1	299	AU=(WILKINS C? OR WILKINS, C?)
S2	378107	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	5418656	DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VI- EW?
S4	1993821	TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR - PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY
S5	2113581	PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W- EIGH? OR RULE? ?
S6	10722	S2(5N)S3
S7	0	S1 AND S6
S8	337	S6 AND S4 AND S5
S9	18	S8(30N) (FLIGHT? OR LINEAR? OR NONLINEAR OR PROBABIL?)
S10	94	S6(15N) (FLIGHT? OR LINEAR? OR NONLINEAR OR PROBABIL?)
S11	106	S9 OR S10
S12	79	S11 NOT PY>2000
S13	78	RD (unique items)
File	2:INSPEC	1969-2004/Feb W5 (c) 2004 Institution of Electrical Engineers
File	35:Dissertation Abs Online	1861-2004/Feb (c) 2004 ProQuest Info&Learning
File	65:Inside Conferences	1993-2004/Mar W1 (c) 2004 BLDSC all rts. reserv.
File	99:Wilson Appl. Sci & Tech Abs	1983-2004/Feb (c) 2004 The HW Wilson Co.
File	233:Internet & Personal Comp. Abs.	1981-2003/Sep (c) 2003 EBSCO Pub.
File	474:New York Times Abs	1969-2004/Mar 05 (c) 2004 The New York Times
File	475:Wall Street Journal Abs	1973-2004/Mar 05 (c) 2004 The New York Times
File	583:Gale Group Globalbase(TM)	1986-2002/Dec 13 (c) 2002 The Gale Group
File	256:SoftBase:Reviews,Companies&Prods.	82-2004/Jan (c)2004 Info.Sources Inc

13/5/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

7017886 INSPEC Abstract Number: B2001-10-6150M-038, C2001-10-5640-027

Title: M-DCF: a MAC protocol supporting QoS in ad hoc network

Author(s): Jin Xiaohui; Li Jiandong; Guo Feng

Author Affiliation: Sch. of Commun. Eng., Xidian Univ., Xi'an, China

Conference Title: WCC 2000 - ICCT 2000: 2000 International Conference on Communication Technology Proceedings (Cat. No.00EX420) Part vol.2 p. 1718-21 vol.2

Editor(s): Ke, G.; Zhisheng, N.

Publisher: IEEE, Piscataway, NJ, USA

Publication Date: 2000 Country of Publication: USA 2 vol. 1788 pp.

ISBN: 0 7803 6394 9 Material Identity Number: XX-2001-00871

U.S. Copyright Clearance Center Code: 0 7803 6394 9/2000/\$10.00

Conference Title: Proceedings of 16th International Conference on Communication Technology (ICCT'00)

Conference Sponsor: Chinese Inst. Electron.; China Inst. Commun.; TC6 of IFIP; IEEE Commun. Soc.; IEE Electron. Div

Conference Date: 21-25 Aug. 2000 Conference Location: Beijing, China

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: M-DCF, modified distribution coordination function, is proposed based on the characteristics of the IP frame network, which is applied to the WLAN ad hoc. Computer simulation shows that M-DCF can decrease the total frame dropping probability, voice frame dropping probability, voice frame contention delay, as well as data frame contention delay. (5 Refs)

Subfile: B C

Descriptors: access protocols; delay estimation; integrated voice/data communication; packet radio networks; probability; quality of service; telecommunication congestion control; wireless LAN

Identifiers: M-DCF; MAC protocol; QoS; ad hoc network; modified distribution coordination function; IP frame network; WLAN; voice frame dropping probability; voice frame contention delay; data frame contention delay

Class Codes: B6150M (Protocols); B6250 (Radio links and equipment); B6210L (Computer communications); C5640 (Protocols); C5620L (Local area networks)

Copyright 2001, IEE

13/5/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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6905617 INSPEC Abstract Number: B2001-05-1265H-017

Title: Co-60 total dose test of 14- and 16-bit ADCs

Author(s): Tomasch, G.; Harboe-Sorensen, R.; Muller, R.; Tzscheetzsch, T.

Author Affiliation: Max-Planck-Inst. fur Aeronomie, Katlenburg-Lindau, Germany

Conference Title: 2000 IEEE Radiation Effects Data Workshop. Workshop Record. Held in conjunction with IEEE Nuclear and Space Radiation Effects Conference (Cat. No.00TH8527) p.26-31

Publisher: IEEE, Piscataway, NJ, USA

Publication Date: 2000 Country of Publication: USA vi+172 pp.

ISBN: 0 7803 6474 0 Material Identity Number: XX-2000-03198

Conference Title: 2000 IEEE Radiation Effects Data Workshop. Workshop Record

Conference Date: 24-28 July 2000 Conference Location: Reno, NV, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Experimental (X)

Abstract: Results of biased and unbiased Co-60 irradiation to 50 krd (Si) of 14 bit ADCs AD9243 (Analog Devices), LTC1419 (**Linear** Technology) and 16-bit **ADS** -937 (DATEL) are **presented** . Supply currents, reference voltage, Signal-to-Noise-and-Distortion ratio (SINAD) and standard deviation were monitored. (6 Refs)

Subfile: B

Descriptors: analogue-digital conversion; gamma-ray effects

Identifiers: total dose; ADC; Co-60 irradiation; Analog Devices AD9243; Linear Technology LTC1419; DATEL ADS-937; supply current; reference voltage ; signal-to-noise-and-distortion ratio; standard deviation; 14 bit; 16 bit; 50 krad

Class Codes: B1265H (A/D and D/A convertors); B2550R (Radiation effects on semiconductor devices)

Numerical Indexing: word length 1.4E+01 bit; word length 1.6E+01 bit; radiation absorbed dose 5.0E+02 Gy

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13/5/3 (Item 3 from file: 2)

DIALOG(R) File 2:INSPEC

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6847680 INSPEC Abstract Number: B2001-04-7630A-012

Title: Effects of field-of-view on pilot performance in night vision goggles flight trials: preliminary findings

Author(s): Jennings, S.A.; Craig, G.

Author Affiliation: Flight Res. Lab., Nat. Res. Council of Canada, Ottawa, Ont., Canada

Journal: Proceedings of the SPIE - The International Society for Optical Engineering Conference Title: Proc. SPIE - Int. Soc. Opt. Eng. (USA) vol.4021 p.335-42

Publisher: SPIE-Int. Soc. Opt. Eng,

Publication Date: 2000 Country of Publication: USA

CODEN: PSISDG ISSN: 0277-786X

SICI: 0277-786X(2000)4021L:335:EFVP;1-J

Material Identity Number: C574-2000-192

U.S. Copyright Clearance Center Code: 0277-786X/2000/\$15.00

Conference Title: Helmet- and Head-Mounted Displays V

Conference Sponsor: SPIE

Conference Date: 24-25 April 2000 Conference Location: Orlando, FL, USA

Language: English Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Experimental (X)

Abstract: Night vision goggles (NVGs) allow pilots to see and navigate under minimal levels of illumination. While NVGs allow the user to see more than they typically could under these levels of illumination, the visual information provided by NVGs has a limited field-of-view. The size of the field-of-view can diminish the pilot's spatial orientation ability in the night flying environment. We examined pilot performance in low level helicopter **flight** while the pilots were using NVGs with 40 degrees , and 52 degrees fields-of- **view** . The pilots flew a standardized **ADS** -33D hover maneuver in a Bell 206 helicopter equipped with an accurate position measurement system. The tests were conducted in simulated night conditions and both subjective and objective measures of task performance were obtained. Pilot Cooper-Harper ratings increased from Level 1 baseline ratings to Level 2 ratings when the NVGs were used, indicating worse performance when using the NVGs. Small rating differences were noticed between the 52 degrees and 40 degrees field-of-view conditions. Similar

trends were noticed in the objective data of altitude, and lateral and longitudinal station keeping errors. (17 Refs)

Subfile: B

Descriptors: aircraft displays; helicopters; helmet mounted displays; image sensors

Identifiers: field of view; helmet mounted display; night vision goggle; helicopter pilot; low-level flight; position measurement system;

Cooper-Harper rating

Class Codes: B7630A (Avionics); B7910 (Military circuits, components, and equipment); B7260F (Display equipment and systems); B7230G (Image sensors)

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13/5/4 (Item 4 from file: 2)

DIALOG(R) File 2:INSPEC

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6708565 INSPEC Abstract Number: B2000-10-0240J-002, C2000-10-1140J-002

Title: On targeting Markov segments

Author(s): Charikar, M.; Kumar, R.; Raghaven, P.; Rajagopalan, S.; Tomkins, A.

Author Affiliation: Dept. of Comput. Sci., Stanford Univ., CA, USA

Conference Title: Proceedings of the Thirty-First Annual ACM Symposium on Theory of Computing p.99-108

Publisher: ACM, New York, NY, USA

Publication Date: 1999 Country of Publication: USA xi+790 pp.

ISBN: 1 58113 067 8 Material Identity Number: XX-1999-02179

U.S. Copyright Clearance Center Code: 1 58113 067 8/99/05...\$5.00

Conference Title: Proceedings of STOC 99: 31st Annual Symposium on Theory of Computing

Conference Sponsor: ACM

Conference Date: 1-4 May 1999 Conference Location: Atlanta, GA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: Consider two user populations, of which one is targeted and the other is not. Users in the targeted population follow a Markov chain on a space of n states. The untargeted population follows another Markov chain, also defined on the same set of n states. Each time a user arrives at a state, he/she is presented with information appropriate for the targeted population (an advertisement, or a recommendation) with some **probability**.

Presenting the advertisement incurs a cost. Notice that while the revenue grows in proportion to the flow of targeted users through the state, the cost grows in proportion to the total flow (targeted and untargeted) through the state. How can we compute the best advertisement policy? The world-wide web is a natural setting for such a problem. Internet service providers have trail information for building such Markovian user models where states correspond to pages on the web. In this paper we study the simple problem above, as well as the variants with multiple targetable segments. In some settings the policy need not be a static probability distribution on states. Instead, we can dynamically vary the policy based on the user's path through the states. We provide characterizations which reveal interesting insights into the nature of optimal policies, and then, use these insights for algorithm design. Targeting problems do not seem amenable to solutions using methods from familiar fields such as Markov decision processes. (12 Refs)

Subfile: B C

Descriptors: Markov processes; probability

Identifiers: Markov segments; Markov chain; world-wide web; multiple targetable segments; Markov decision processes

Class Codes: B0240J (Markov processes); C1140J (Markov processes)

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13/5/5 (Item 5 from file: 2)
DIALOG(R)File 2:INSPEC
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6481961 INSPEC Abstract Number: C2000-03-7170-003
Title: Automatic customization rule generation for electronic sales promotion in wholesale industry

Author(s): Yumoto, M.; Komoda, N.; Mori, T.
Author Affiliation: Osaka Univ., Japan
Journal: Transactions of the Institute of Electrical Engineers of Japan, Part C vol.119-C, no.11 p.1339-44
Publisher: Inst. Electr. Eng. Japan,
Publication Date: Nov. 1999 Country of Publication: Japan
CODEN: DGRCDZ ISSN: 0385-4221
SICI: 0385-4221(199911)119C:11L:1339:ACRG;1-J
Material Identity Number: T197-2000-002
Language: Japanese Document Type: Journal Paper (JP)
Treatment: Applications (A); Practical (P)

Abstract: In a sales promotion task, suppliers prepare and present the sales promotion proposal plans for negotiating with retailers' buyers what commodities they should sell. For the electronic sales promotion tasks, a B-to-B EC system using mass customization technology has been developed. In this system, a standard sales promotion proposal plan is modified with customization rules for each retailer. The customization rules vary by the retailer's conditions. Furthermore, the effective lifetime of the customization rules is very short because of the appearance of new commodities and seasonal changes. Therefore, the rules should be generated automatically. The paper proposes a customization rule generation method from sales log data for mass customization technology. Customization **rules** determine the related commodities from a **target** retailers' conditions and an arbitrary commodities on the standard plan. In proposal method, these **rules** are generated based on correlative **probability**, existence **probability**, and reverse correlative **probability** according to the related commodities from order transactions. The related commodities for **target** customization **rules** become the addition commodities for personal sales promotion proposal plan. The proposed method has been applied to real log data in the wholesale industry. It is confirmed that the proposal plans from customization rules are efficient for sales promotion tasks. (5 Refs)

Subfile: C

Descriptors: electronic commerce; knowledge acquisition; probability; sales management

Identifiers: automatic customization rule generation; electronic sales promotion; wholesale industry; mass customization technology; commodities; retailers; correlative probability; existence probability; order transactions

Class Codes: C7170 (Marketing computing); C6170K (Knowledge engineering techniques); C7120 (Financial computing)

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13/5/6 (Item 6 from file: 2)
DIALOG(R)File 2:INSPEC
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6459892 INSPEC Abstract Number: C2000-02-7170-005
Title: Learning to optimally schedule Internet banner advertisements
Author(s): Abe, N.; Nakamura, A.

Author Affiliation: C&C Media Res. Labs., NEC Corp., Kawasaki, Japan
Conference Title: Machine Learning. Proceedings of the Sixteenth International Conference (ICML'99) p.12-21

Editor(s): Bratko, I.; Dzeroski, S.

Publisher: Morgan Kaufmann, San Francisco, CA, USA

Publication Date: 1999 Country of Publication: USA xii+525 pp.

ISBN: 1 55860 612 2 Material Identity Number: XX-1999-01726

Conference Title: Proceedings of ICML-99: Sixteenth International Conference on Machine Learning

Conference Date: 27-30 June 1999 Conference Location: Bled, Slovenia

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: We have developed a method which learns to schedule Internet banner advertisements so as to maximise the average click-through rate, while adhering to the requirements imposed by contracts with the advertisers such as a minimum guaranteed number of impressions. We focus on the problem of adaptively scheduling **advertisement display probabilities** as a function of a single attribute such as a search keyword. Our learning algorithm is based on an efficient solution of a special class of linear programming problems called the "transportation problem", and also embodies a number of measures to address the exploration-exploitation trade-off and an efficient attribute clustering method to help reduce the dimensionality. Our experimental results verify the advantage of our linear programming based approach, as well as the effect of various additional measures we incorporate into our method. (10 Refs)

Subfile: C

Descriptors: advertising data processing; Internet; learning (artificial intelligence); linear programming; scheduling

Identifiers: optimal scheduling; Internet banner advertisements; average click-through rate; contracts; minimum guaranteed impressions; adaptive scheduling; display probabilities; search keyword; learning algorithm; linear programming problems; transportation problem; exploration-exploitation trade-off; attribute clustering method; linear programming based approach

Class Codes: C7170 (Marketing computing); C7210N (Information networks); C1180 (Optimisation techniques); C6170K (Knowledge engineering techniques); C6150N (Distributed systems software)

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13/5/7 (Item 7 from file: 2)

DIALOG(R) File 2:INSPEC

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6454257 INSPEC Abstract Number: A2000-03-8770H-008, B2000-02-7520C-011

Title: Photodynamic therapy with ultrafast lasers

Author(s): Wachter, E.A.; Petersen, M.G.; Dees, H.C.

Author Affiliation: Photogen Inc., Knoxville, TN, USA

Journal: Proceedings of the SPIE - The International Society for Optical Engineering Conference Title: Proc. SPIE - Int. Soc. Opt. Eng. (USA) vol.3616 p.66-74

Publisher: SPIE-Int. Soc. Opt. Eng,

Publication Date: 1999 Country of Publication: USA

CODEN: PSISDG ISSN: 0277-786X

SICI: 0277-786X(1999)3616L:66:PTWU;1-5

Material Identity Number: C574-1999-204

U.S. Copyright Clearance Center Code: 0277-786X/99/\$10.00

Conference Title: Commercial and Biomedical Applications of Ultrafast Lasers

Conference Sponsor: SPIE

Conference Date: 28-29 Jan. 1999 Conference Location: San Jose, CA, USA

Language: English Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Experimental (X)

Abstract: The photodynamic properties of several photosensitive compounds have been evaluated in vivo using simultaneous two-photon excitation (TPE) and multi-photon excitation (MPE). TPE and MPE are effected using a mode-locked laser, such as the mode-locked titanium:sapphire or Nd:YLF laser, the near infrared **output** of which allows direct **promotion** of various non-resonant transitions. Such lasers are exceptionally well suited for non- **linear** activation of exogenous or endogenous PDT agents in biological systems due to their extremely short pulse width, modest pulse energy, and high repetition rate; these features combine to effect efficient PDT activation with minimal potential for non-specific biological damage, improved spatial localization of activation, and enhanced depth of penetration. Results in several murine models are presented. (20 Refs)

Subfile: A B

Descriptors: laser applications in medicine; laser mode locking; lithium compounds; neodymium; photodynamic therapy; sapphire; solid lasers; titanium

Identifiers: photodynamic properties; photosensitive compounds; simultaneous two-photon excitation; multi-photon excitation; mode-locked Ti:sapphire laser; mode-locked Nd:YLF laser; near infrared output; nonresonant transitions; nonlinear activation; exogenous photodynamic therapy agents; endogenous photodynamic therapy agents; ultrafast lasers; biological systems; extremely short pulse width; modest pulse energy; high repetition rate; efficient photodynamic therapy activation; spatial localization; nonspecific biological damage; depth of penetration; murine models; YLF:Nd; Al/sub 2/O/sub 3/:Ti; LiYF4:Nd

Class Codes: A8770H (Radiation therapy); A8760F (Optical and laser radiation (medical uses)); A4255R (Lasing action in other solids); A4260F (Laser beam modulation, pulsing and switching; mode locking and tuning); B7520C (Radiation therapy); B4360H (Biological and medical applications of lasers); B4320G (Solid lasers); B4330B (Laser beam modulation, pulsing and switching; mode locking and tuning)

Chemical Indexing:

LiYF4:Nd ss - LiYF4 ss - F4 ss - Li ss - Nd ss - F ss - Y ss - Nd el - Nd dop (Elements - 3,1,4)

Al2O3:Ti ss - Al2O3 ss - Al2 ss - Al ss - O3 ss - Ti ss - O ss - Al2O3 bin - Al2 bin - Al bin - O3 bin - O bin - Ti el - Ti dop (Elements - 2,1,3)

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13/5/8 (Item 8 from file: 2)

DIALOG(R)File 2:INSPEC

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6194792 INSPEC Abstract Number: A1999-08-0547-022

Title: A nonuniform cell partition for the analysis of nonlinear stochastic systems

Author(s): Sun, J.Q.

Author Affiliation: Dept. of Mech. Eng., Delaware Univ., Newark, DE, USA

Journal: Transactions of the ASME. Journal of Applied Mechanics vol.65, no.4 p.867-9

Publisher: ASME,

Publication Date: Dec. 1998 Country of Publication: USA

CODEN: JAMCAV ISSN: 0021-8936

SICI: 0021-8936(199812)65:4L:867:NCPA;1-V

Material Identity Number: T191-1999-001

U.S. Copyright Clearance Center Code: 0021-8936/98/\$3.00

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: This paper presents a study of nonuniform cell partition for analyzing the response of nonlinear stochastic systems by using the generalized cell mapping (GCM) method. The necessity of nonuniform cell partition for **nonlinear** systems is discussed. First, an **ad hoc** scheme is then **presented** for determining optimal cell sizes based on the statistical analysis of the GCM method. The proposed nonuniform cell partition provides a roughly uniform accuracy for the estimate of the one-step transition probability density function over a large region in the state space where the system varies significantly from being linear to being strongly nonlinear. The nonuniform cell partition is shown to lead to more accurate steady-state solutions and enhance the computational efficiency of the GCM method. (12 Refs)

Subfile: A

Descriptors: nonlinear dynamical systems; statistical analysis; stochastic processes; stochastic systems

Identifiers: nonuniform cell partition; nonlinear stochastic systems; generalized cell mapping method; nonlinear systems; ad hoc scheme; optimal cell sizes; statistical analysis; roughly uniform accuracy; one-step transition probability density function; state space; steady-state solutions; computational efficiency

Class Codes: A0547 (Nonlinear dynamical systems and bifurcations); A0540 (Fluctuation phenomena, random processes, and Brownian motion); A0250 (Probability theory, stochastic processes, and statistics)

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13/5/9 (Item 9 from file: 2)

DIALOG(R) File 2:INSPEC

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5992996 INSPEC Abstract Number: A9818-9840-011

Title: Ambipolar diffusion in star-forming clouds

Author(s): Hujeirat, A.

Author Affiliation: Inst. fur Astron. und Astrophys., Wurzburg Univ., Germany

Journal: Astronomy and Astrophysics vol.334, no.2 p.742-5

Publisher: Springer-Verlag,

Publication Date: 10 June 1998 Country of Publication: Germany

CODEN: AAEJAF ISSN: 0004-6361

SICI: 0004-6361(19980610)334:2L.742:ADSF;1-C

Material Identity Number: A201-98019

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: The dynamical collapse of a magnetically supported molecular cloud with ambipolar diffusion (hereafter AD) is numerically investigated. Each of the five cloud models considered here has a fixed mass of $1 M_{\text{sub}}$ (\cdot), a prescribed outer boundary where the normal derivative of the total pressure vanishes. In these models, there is no dynamical collapse if **AD** is excluded. It is **shown** that owing to the strong non-**linearity** exhibiting the effective AD term, AD appears to be operating in different regions with completely different time scales. The models with AD undergo dynamical contraction on a dilute free-fall time scale (τ_{ff}) ranging between $1.1-3.0 \tau_{\text{ff}}$, depending on the ionization fraction in the cloud considered. It is shown that a shock is always formed at the center which thereafter propagates radially outwards into the high latitudinal regions leaving quasi magnetohydrostatic density profiles behind its shock front. If AD is present, these structures do not survive and start to collapse to form a central point mass surrounded by a highly

condensed disk-like configuration. Thus, AD is actually able to change the flow configuration on time scales comparable to fractions of τ_{ff} . Furthermore, AD appears to give rise to an inside-outside collapse via a magnetosonic expansion wave which starts its motion from the center. (10 Refs)

Subfile: A

Descriptors: diffusion; gravitational collapse; interstellar magnetic fields; interstellar molecular clouds; magnetohydrodynamics; shock waves; star formation

Identifiers: ambipolar diffusion; star-forming clouds; dynamical collapse; magnetically supported molecular cloud; numerical investigation; cloud models; cloud mass; cloud outer boundary; dynamical contraction; dilute free-fall time scale; ionization fraction; shock; magnetohydrostatic density profiles; shock front; central point mass; disk-like configuration; inside-outside collapse; magnetosonic expansion wave

Class Codes: A9840L (Star-forming regions); A9710B (Star formation); A9840B (Interstellar matter); A9840K (Reflection nebulae, dark clouds, and molecular clouds)

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13/5/10 (Item 10 from file: 2)

DIALOG(R) File 2:INSPEC

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5753430 INSPEC Abstract Number: C9712-6130M-049

Title: Effective use of multimedia for presentations

Author(s): Gorodetsky, A.; Haibin Yang; Heming Yang; Ming Rao

Author Affiliation: Dept. of Chem. Eng., Alberta Univ., Edmonton, Alta., Canada

Conference Title: 1997 IEEE International Conference on Systems, Man, and Cybernetics. Computational Cybernetics and Simulation (Cat. No.97CH36088-5) Part vol.3 p.2375-9 vol.3

Publisher: IEEE, New York, NY, USA

Publication Date: 1997 Country of Publication: USA 5 vol. 4535 pp.

ISBN: 0 7803 4053 1 Material Identity Number: XX97-02539

U.S. Copyright Clearance Center Code: 0 7803 4053 1/97/\$10.00

Conference Title: 1997 IEEE International Conference on Systems, Man, and Cybernetics. Computational Cybernetics and Simulation

Conference Sponsor: Syst., Man, & Cybernetics Soc. IEEE

Conference Date: 12-15 Oct. 1997 Conference Location: Orlando, FL, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: Currently, multimedia technology is widely used for business, education, and entertainment. This paper discusses the design of a multimedia presentation with a system named INTEMOR. The requirements for a multimedia presentation software package include still image and motion video output, sound output, sequential **presentation** format, **nonlinear presentation** format (hyperlink), **pop - up** text and **pop - up image display**, image map support, portability and CD-ROM support. The implementation of these requirements in INTEMOR is discussed in this paper. (2 Refs)

Subfile: C

Descriptors: business graphics; hypermedia; multimedia computing; software packages

Identifiers: multimedia presentation; INTEMOR; software package; hypermedia intelligent system; real time system; still image; motion video; sound output; portability; CD-ROM support; pop-up text; pop-up image

Class Codes: C6130M (Multimedia); C7100 (Business and administration); C6130B (Graphics techniques)

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13/5/11 (Item 11 from file: 2)

DIALOG(R)File 2:INSPEC

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5704765 INSPEC Abstract Number: B9711-1160-001, C9711-5180-002

Title: Multiple-state motion based on one-dimensional nonlinear map with a cascade AD and DA loop

Author(s): Zhu, J.; Hayakawa, F.; Shono, K.

Author Affiliation: Dept. of Electr. & Electron. Eng., Sophia Univ., Tokyo, Japan

Conference Title: 1997 First International Conference on Knowledge-Based Intelligent Electronic Systems Proceedings, KES '97 (Cat. No.97TH8250)

Part vol.2 p.396-400 vol.2

Editor(s): Jain, L.C.

Publisher: IEEE, New York, NY, USA

Publication Date: 1997 Country of Publication: USA 2 vol. 697 pp.

ISBN: 0 7803 3755 7 Material Identity Number: XX97-02266

U.S. Copyright Clearance Center Code: 0 7803 3755 7/97/\$5.00

Conference Title: Proceedings of 1st International Conference on Conventional and Knowledge Based Intelligent Electronic Systems. KES '97

Conference Date: 21-23 May 1997 Conference Location: Adelaide, SA, Australia

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: The multiple-state motion (MSM) generated in **nonlinear** mapping with a cascade **AD** and DA loop is **presented** in this paper. It is ascertained that a non-uniform density quantization on the input and output of the map function makes those mapping states degenerate and MSM with a large number of states practicable. Nonlinear quantization in accordance with the characteristics of the applied map is utilized to acquire the MSM of more states. As one of the applications employing MSM, a high-radix adder is introduced to describe the possibilities of the hidden power of MSM application in multiple-valued logic (MVL) calculation. (9 Refs)

Subfile: B C

Descriptors: adders; cascade systems; chaos; digital-analogue conversion; multivalued logic; multivalued logic circuits; nonlinear dynamical systems; nonlinear network analysis; quantisation (signal)

Identifiers: multiple-state motion; 1D nonlinear map; cascade AD/DA loop; analogue-digital conversion; digital-analogue conversion; nonuniform density quantization; degenerate mapping states; nonlinear quantization; high-radix adder; multiple-valued logic calculation; chaos

Class Codes: B1160 (Nonlinear network analysis and design); B1265H (A/D and D/A convertors); B1265B (Logic circuits); C5180 (A/D and D/A convertors); C5120 (Logic and switching circuits)

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13/5/12 (Item 12 from file: 2)

DIALOG(R)File 2:INSPEC

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5565601 INSPEC Abstract Number: B9706-6140-036, C9706-1260-022

Title: Sorting methods for estimating the number of emitters and their parameters

Author(s): Kenefic, R.

Author Affiliation: Magnavox Electron. Syst. Co., Fort Wayne, IN, USA

Conference Title: Proceedings of the 1996 Tactical Communications Conference. Ensuring Joint Force Superiority in the Information Age (Cat.

No.96TH8214) p.523-31

Publisher: IEEE, New York, NY, USA

Publication Date: 1996 Country of Publication: USA xvi+532 pp.

ISBN: 0 7803 3658 5 Material Identity Number: XX96-03377

U.S. Copyright Clearance Center Code: 0 7803 3658 5/96/\$5.00

Conference Title: Proceedings of the 1996 Tactical Communications Conference. Ensuring Joint Force Superiority in the Information Age

Conference Sponsor: Defense Adv. Res. Projects Agency

Conference Date: 30 April-2 May 1996 Conference Location: Fort Wayne, IN, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: The current literature contains many algorithms for determination of the number of emitters and their parameters when the emitter signals are all present over the observation period of the receiver. In the problem considered, emissions are of short duration, and interference between emissions at the receiver is a rare event. The receiver estimates the angle, frequency, amplitude, and time of arrival for each emission assuming that no other emissions are present. These estimates are then collected for some time interval and passed to a sorting method that estimates the number of emitters and the parameters associated with each. Two methods are **presented**. These methods are **ad-hoc**, although the 3D method resembles the Parzen with a normal kernel for estimating a **probability** density function and the maximum a posteriori method for estimating the parameters. The 2D method is a modification to the 3D that trades off performance for speed of execution. Both methods were evaluated using over 100 data sets. The data varies from sparse, containing 50 or less hits over the collection interval, to dense, with over 1000 hits. In sparse environments both methods produce about the same emitter reports. In dense environments, the 2D method sometimes misses emitters that the 3D method detects. (5 Refs)

Subfile: B C

Descriptors: amplitude estimation; direction-of-arrival estimation; frequency estimation; interference (signal); probability; signal detection; sorting

Identifiers: sorting methods; emitters estimation; parameter estimation; receiver observation period; short duration emissions; interference; angle estimation; frequency estimation; amplitude estimation; time of arrival; 3D method; probability density function; maximum a posteriori method; 2D method; execution speed; performance; sparse environments; dense environments

Class Codes: B6140 (Signal processing and detection); B0240Z (Other topics in statistics); C1260 (Information theory); C1140Z (Other topics in statistics); C1220 (Simulation, modelling and identification)

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13/5/13 (Item 13 from file: 2)

DIALOG(R)File 2:INSPEC

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5555671 INSPEC Abstract Number: C9705-7250R-017

Title: Application of probabilistic methods to Chinese text retrieval

Author(s): Xiangji Huang; Robertson, S.E.

Author Affiliation: Dept. of Inf. Sci., City Univ., London, UK

Journal: Journal of Documentation vol.53, no.1 p.74-9

Publisher: Aslib,

Publication Date: Jan. 1997 Country of Publication: UK

CODEN: JDOCAS ISSN: 0022-0418

SICI: 0022-0418(199701)53:1L.74:APMC;1-V

Material Identity Number: J150-97001

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: The use of text retrieval methods based on the probabilistic model with Chinese language material is discussed. Since Chinese text has no natural word boundaries, we must either apply a dictionary-based word segmentation method to the text, or index and search in terms of single Chinese characters. In either case, it becomes important to have a good way of dealing with phrases or contiguous strings of characters; the **probabilistic** model does not at **present** have such a facility. Some **ad hoc** modifications of the **probabilistic** weighting function and matching method are proposed for this purpose. (6 Refs)

Subfile: C

Descriptors: indexing; information retrieval

Identifiers: probabilistic methods; Chinese text retrieval; Chinese language material; dictionary-based word segmentation; phrases; contiguous strings; probabilistic weighting function; matching method

Class Codes: C7250R (Information retrieval techniques); C7240 (Information analysis and indexing)

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13/5/14 (Item 14 from file: 2)

DIALOG(R) File 2:INSPEC

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5151749 INSPEC Abstract Number: A9603-6845-040

Title: Molecular-orbital study of Li and LiOH adsorbed on a Cu(001) surface

Author(s): Sakai, Y.; Miyoshi, E.; Katsuki, S.

Author Affiliation: Fac. of Eng., Kyushu Univ., Fukuoka, Japan

Journal: Physical Review B (Condensed Matter) vol.52, no.19 p. 14150-8

Publisher: AIP for APS,

Publication Date: 15 Nov. 1995 Country of Publication: USA

CODEN: PRBMDO ISSN: 0163-1829

SICI: 0163-1829(19951115)52:19L:14150:MOSL;1-V

Material Identity Number: P279-95048

U.S. Copyright Clearance Center Code: 0163-1829/95/52(19)/14150(9)/\$6.00

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: Hartree-Fock and configuration-interaction calculations were performed for Cu/sub 4/Li and Cu/sub 4/LiOH clusters to investigate the mechanism of the interaction of Li with the Cu(001) surface and of the formation of linear LiOH compounds on Cu(001). The charge-transfer-type /sup 2/E state is the ground state for Cu/sub 4/Li. The calculated Li-surface distance of 2.01 AA and vibrational frequency of 309 cm/sup -1/ agree well with the experimental values. Cu/sub 4/Li also shows a non-charge-transfer-type /sup 3/A/sub 2/ state, which is energetically very close to the /sup 2/E state. The adsorption energy (E/sub ad/) was calculated to be 2.32 eV for Cu/sub 4/Li (/sup 2/E). Consideration of the 3d-correlation effect is indispensable for calculating E/sub ad/. Cu/sub 4/LiOH shows a stable state in which a **linear** LiOH is weakly bound to Cu/sub 4/. The vibrational frequency of Li normal to the surface decreases from 309 cm/sup -1/ (Cu/sub 4/Li) to 85 cm/sup -1/ (Cu/sub 4/LiOH). The present calculations support the experimental finding by Tochiwara and co-workers (1992,1993) that a linear LiOH is formed on the surface when H/sub 2/O interacts with the Li adatom on Cu(001) at low coverage. We also performed calculations for a larger Cu/sub 13/Li cluster, and the results were similar to those using the small cluster of Cu/sub 4/Li. (34 Refs)

Subfile: A

Descriptors: adsorption; copper; HF calculations; lithium; lithium

compounds; surface phonons

Identifiers: Cu(001); configuration-interaction calculations;
Hartree-Fock calculations; Cu/sub 4/Li clusters; Cu/sub 4/LiOH clusters;
linear LiOH compounds; charge-transfer-type /sup 2/E state; Li-surface
distance; vibrational frequency; noncharge-transfer-type /sup 3/A/sub 2/
state; adsorption energy; 3d-correlation effect; molecular orbital study;
Cu; LiOH; Li

Class Codes: A6845D (Evaporation and condensation; interface adsorption
and desorption kinetics); A6830 (Dynamics of solid surfaces and interface
vibrations)

Chemical Indexing:

Cu sur - Cu el (Elements - 1)

LiOH ads - Li ads - OH ads - H ads - O ads - LiOH ss - Li ss - OH ss - H
ss - O ss (Elements - 3)

Li ads - Li el (Elements - 1)

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13/5/15 (Item 15 from file: 2)

DIALOG(R)File 2:INSPEC

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5080602 INSPEC Abstract Number: C9511-3360L-094

Title: Stability of the nonlinear motions of a satellite

Author(s): Chattergy, R.

Author Affiliation: Hawaii Univ., Honolulu, HI, USA

Conference Title: Proceedings of the 1995 American Control Conference
(IEEE Cat. No.95CH35736) Part vol.5 p.3620-1 vol.5

Publisher: American Autom Control Council, Evanston, IL, USA

Publication Date: 1995 Country of Publication: USA 6 vol.lxxii+4483

pp.

ISBN: 0 7803 2445 5

Conference Title: Proceedings of 1995 American Control Conference -
ACC'95

Conference Sponsor: American Autom. Control Council; US. Nat. Member
Organ. IFAC

Conference Date: 21-23 June 1995 Conference Location: Seattle, WA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: The libration of an extensible dumbbell satellite in a circular
Earth orbit is given by a pair of nonlinear second-order ordinary
differential equations. Stability of the paths about the origin of the
phase space is analyzed by Lyapunov's indirect method. It is also **shown**
that **ad hoc** assumptions commonly used to transform the **nonlinear**
equations into **linear** equations do not produce reliable stability
criterion for libration. (4 Refs)

Subfile: C

Descriptors: aerospace control; artificial satellites; Lyapunov methods;
motion control; nonlinear differential equations; phase space methods;
stability

Identifiers: artificial satellite; nonlinear motions; extensible dumbbell
satellite; circular Earth orbit; nonlinear second-order differential
equations; stability; phase space; Lyapunov indirect method; libration

Class Codes: C3360L (Aerospace control); C1320 (Stability in control
theory); C1120 (Mathematical analysis); C1310 (Control system analysis
and synthesis methods)

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13/5/16 (Item 16 from file: 2)

DIALOG(R)File 2:INSPEC

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4592797 INSPEC Abstract Number: B9403-6250F-039

Title: Channel cost of mobility

Author(s): Foschini, G.J.; Gopinath, B.; Miljanic, Z.

Author Affiliation: AT&T Bell Labs., Holmdel, NJ, USA

Journal: IEEE Transactions on Vehicular Technology vol.42, no.4 p.

414-24

Publication Date: Nov. 1993 Country of Publication: USA

CODEN: ITVTAB ISSN: 0018-9545

U.S. Copyright Clearance Center Code: 0018-9545/93/\$03.00

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: The authors analyze, for mobile **users** in regular cellular arrays, the **probability** that a call is blocked from accessing a channel (when originating or when attempting to hand off during an active **user**'s sojourn). This **probability**, p , is studied as a function of the originating call load, in Erlangs per cell, with the number of channels and **user** mobility treated as **parameters**. Using simulation, the authors demonstrate that a simple ad hoc Erlang-B formula, based on an equivalent traffic load, gives an excellent approximation to p . The approximation is good regardless of the nature of the **user** motion or whether the cellular arrays are **linear** or planar. By the "cost of mobility" the authors mean the additional channels (in percent) that are needed to meet a required p because the **user** is mobile. Using the ad hoc formula, they **show** that the cost of mobility is generally minor, becoming appreciable only for high mobility coupled with low traffic loads. Two of the high-mobility examples consider 105-kmph user movement with only 200 m traversed per cell. Calls are assumed to have a one-minute mean holding time, and the value of p is required to be 1%. For a traffic load of 50 Erlangs per cell, about 10% more channels are needed with mobility than when there is no mobility. In the second example, with only 3 Erlangs per cell, the extra channels needed increase to 25%. (7 Refs)

Subfile: B

Descriptors: cellular radio; telecommunication channels; telecommunication traffic

Identifiers: mobile users; regular cellular arrays; call blocking probability; channels number; user mobility; Erlang-B formula; holding time; traffic load

Class Codes: B6250F (Mobile radio systems); B6150 (Communication system theory)

13/5/17 (Item 17 from file: 2)

DIALOG(R)File 2:INSPEC

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04283570 INSPEC Abstract Number: A9301-8750G-002

Title: Hepatocyte response to continuous low dose-rate radiation in radioimmunotherapy assessed by micronucleus assay

Author(s): Sakahara, H.; Ono, K.; Saga, T.; Akuta, K.; Endo, K.; Konishi, J.; Abe, M.

Author Affiliation: Dept. of Nucl. Med., Kyoto Univ. Hospital, Japan

Journal: International Journal of Radiation Biology vol.62, no.4 p.

443-8

Publication Date: Oct. 1992 Country of Publication: UK

CODEN: IJRBA3 ISSN: 0020-7616

U.S. Copyright Clearance Center Code: 0020-7616/92/\$3.00

Language: English Document Type: Journal Paper (JP)

Treatment: Experimental (X)

Abstract: The response of hepatocytes to low dose-rate irradiation was examined in mice following the injection of radiolabelled monoclonal antibody. Mice were injected intravenously with an ¹³¹I-labelled monoclonal antibody 196-14 which recognizes CA125 antigen, and the effect of continuous low dose-rate irradiation on hepatocytes was assessed using the micronucleus assay. The frequency of micronuclei increased in a dose-dependent fashion, but it was lower than the frequency induced by conventional external X-rays which was determined immediately after the irradiation. A **linear** quadratic model (micronucleus frequency = $aD + bD^2/c$) **showed** that the value of b decreased with low dose-rate irradiation from the radiolabelled antibody. It is concluded that the micronucleus assay is useful for the evaluation of the response of hepatocytes to irradiation in radioimmunotherapy. (23 Refs)

Subfile: A

Descriptors: biological effects of ionising radiation; cellular effects of radiation; liver

Identifiers: hepatocyte response; cellular radiobiology; continuous low dose-rate radiation; radioimmunotherapy; micronucleus assay; ¹³¹I-labelled monoclonal antibody; linear quadratic model; micronucleus frequency

Class Codes: A8750G (Ionizing radiations (UV, X-ray, gamma-ray; particle radiation effects)); A8725F (Physics of subcellular structures)

13/5/18 (Item 18 from file: 2)

DIALOG(R)File 2:INSPEC

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04263861 INSPEC Abstract Number: A9223-7340G-004

Title: Large enhancement of transmission probability in nonequilibrium time evolution quantum mechanics

Author(s): Casero, R.; Serena, P.A.; Garcia, N.

Author Affiliation: Dept. de Fisica de la Mater. Condensada, Univ. Autonoma de Madrid, Spain

Journal: Ultramicroscopy vol.42-44, pt.A p.134-9

Publication Date: July 1992 Country of Publication: Netherlands

CODEN: ULTRD6 ISSN: 0304-3991

U.S. Copyright Clearance Center Code: 0304-3991/92/\$05.00

Conference Title: 10 Years of STM. 6th International Conference on Scanning Tunneling Microscopy

Conference Sponsor: Board of Swiss Federal Inst. Technol.; IBM; Swiss Nat. Sci. Found.; Univ. Basel; et al

Conference Date: 12-16 Aug. 1991 Conference Location: Interlaken, Switzerland

Language: English Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: There are situations in which the stationary tunneling probability for particles between two electrodes is almost zero. This happens when the length or the height of the barrier tends to infinity. However, when some parts of the potential seen by the particles are changed, the nonequilibrium time evolution transmission probability for the same barrier can be large/observable even if the tunnel barrier does not change. The authors discuss this problem of nonequilibrium time evolution transmission **probability**. It is **shown** that the **promotion** of nonstationary states can result in a large increase of the transmitted current. In particular they study the case of the time evolution of a free electron gas, bounded in a finite region, under the effect of an external time-dependent potential. Nonequilibrium tunneling also enhances the reactions in double well systems with low reaction rate and the STM current, especially when coming from localized surface states. (7 Refs)

Subfile: A

Descriptors: electron gas; quantum theory; scanning tunnelling microscopy
; surface electron states; tunnelling

Identifiers: transmission probability; nonequilibrium time evolution
quantum mechanics; stationary tunneling probability; particles; electrodes;
potential; nonstationary states; transmitted current; free electron gas;
external time-dependent potential; double well systems; low reaction rate;
STM current; localized surface states

Class Codes: A7340G (Tunnelling: general); A6116P (Scanning tunnelling
microscopy and related techniques); A7320A (Surface states, band structure,
electron density of states)

13/5/19 (Item 19 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

4174902 INSPEC Abstract Number: B9208-6140C-017, C9208-1250-012

Title: Neural network aided design for image processing

Author(s): Vitsnudel, I.; Ginosar, R.; Zeevi, Y.

Author Affiliation: Dept. of Electr. Eng., Technion-Israel Inst. of
Technol., Haifa, Israel

Journal: Proceedings of the SPIE - The International Society for Optical
Engineering Conference Title: Proc. SPIE - Int. Soc. Opt. Eng. (USA)
vol.1606, pt.1 p.1086-91

Publication Date: 1991 Country of Publication: USA

CODEN: PSISDG ISSN: 0277-786X

Material Identity Number: C574-91200

U.S. Copyright Clearance Center Code: 0277-786X/91/\$4.00

Conference Title: Visual Communications and Image Processing '91: Image
Processing

Conference Sponsor: SPIE

Conference Date: 11-13 Nov. 1991 Conference Location: Boston, MA, USA

Language: English Document Type: Conference Paper (PA); Journal Paper
(JP)

Treatment: Applications (A); Practical (P); Theoretical (T)

Abstract: Neural Network-Aided Design (NN-AD) is a hierarchical approach
consisting of several concatenated stages of visual information processing
which are designed by training neural networks. Thus, NN-AD can be viewed
as a general tool for the design of special filters in accordance with the
specific task of image processing under consideration. The **nonlinear**
filters are formatted by a supervised presentation of a proper set of
input- output patterns. The principles of NN- AD design are illustrated
by examples of edge detection with subpixel resolution and of orientational
processing for edge enhancement. The proposed approach is found to be very
robust with regard to various types of errors. (8 Refs)

Subfile: B C

Descriptors: CAD; computerised picture processing; neural nets

Identifiers: image processing; Neural Network-Aided Design; hierarchical
approach; concatenated stages; visual information processing; training;
design of special filters; nonlinear filters; edge detection; orientational
processing; edge enhancement; errors

Class Codes: B6140C (Optical information, image and video signal
processing); B1295 (Neural nets (circuit implementations)); C1250 (
Pattern recognition); C5290 (Neural computing techniques); C5260B (
Computer vision and image processing techniques); C1230D (Neural nets)

13/5/20 (Item 20 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

04038985 INSPEC Abstract Number: C9201-1330-034

Title: Mixed L/sub 2/ and L/sub infinity / problems by weight selection in quadratic optimal control

Author(s): Zhu, G.; Skelton, R.

Author Affiliation: Purdue Univ., West Lafayette, IN, USA

Conference Title: Proceedings of the 29th IEEE Conference on Decision and Control (Cat. No.90CH2917-3) p.2306-11 vol.4

Publisher: IEEE, New York, NY, USA

Publication Date: 1990 Country of Publication: USA 6 vol. 3671 pp.

U.S. Copyright Clearance Center Code: CH2917-3/90/0000-2306\$01.00

Conference Sponsor: IEEE

Conference Date: 5-7 Dec. 1990 Conference Location: Honolulu, HI, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: In an attempt to achieve more realistic control objectives, the **weighting** matrices in the standard LQI (**linear** quadratic impulse) problem are usually chosen by the designer in an **ad hoc** manner. The authors **show** several optimal control design problems that minimize a quadratic function of the control vector subject to multiple inequality constraints on the output L/sub 2/ norms, L/sub infinity / norms, covariance matrix, and maximum singular value of the output covariance matrix. The solutions of all four of these problems reduce to standard LQI control problems with different choices of weights. It is shown how to construct these different weights. The practical significance of these results is that many robustness properties relate directly to these four entities. Hence the given control design algorithm delivers a specified degree of robustness to both **parameter** errors and disturbances. The results are presented in the deterministic terms of the LQI controller for the continuous and discrete systems problem, rather than the stochastic LQG (**linear** quadratic Gaussian). The results are easily transferable to LQG.
(8 Refs)

Subfile: C

Descriptors: control system synthesis; matrix algebra; optimal control

Identifiers: linear quadratic impulse controller; L/sub 2/; L/sub infinity /; weight selection; quadratic optimal control; covariance matrix; maximum singular value; control design; robustness

Class Codes: C1330 (Optimal control); C1110 (Algebra); C1310 (Analysis and synthesis methods)

13/5/21 (Item 21 from file: 2)

DIALOG(R) File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03995226 INSPEC Abstract Number: B91073244

Title: Measurement method for non-linear network using higher order sampling AD conversion

Author(s): Ueno, T.; Ikeuchi, F.

Author Affiliation: Production Eng. Res. Lab., Hitachi Ltd., Yokohama, Japan

Journal: Transactions of the Institute of Electronics, Information and Communication Engineers C-I vol.J74C-I, no.6 p.214-21

Publication Date: June 1991 Country of Publication: Japan

CODEN: DTRCEP

Language: Japanese Document Type: Journal Paper (JP)

Treatment: New Developments (N); Practical (P); Experimental (X)

Abstract: A new S-parameter measurement method for non- **linear** network at several GHz using higher order sampling **AD** conversion is **presented**. This method is based on digital signal processing with digitized waveform

that is higher order sampled. It can measure harmonic distortion and vector ratio from digitized waveform using fast Fourier transforms. An induced noise caused by phase noise of the sampling frequency generator at high frequency is cleared. Experimental results revealed the method to be a good tool for analyzing non-linear behavior of high frequency amplifiers. (8 Refs)

Subfile: B

Descriptors: analogue-digital conversion; computerised signal processing; electric distortion measurement; microwave amplifiers; microwave circuits; microwave measurement; nonlinear network analysis; S-parameters; waveform analysis

Identifiers: nonlinear network; high order sampling A/D conversion; microwave networks; S-parameter measurement method; digital signal processing; digitized waveform; harmonic distortion; vector ratio; fast Fourier transforms; induced noise; high frequency amplifiers

Class Codes: B7310N (Microwave techniques); B7310Z (Other electric variables); B1160 (Nonlinear network analysis and design); B1350 (Microwave circuits and devices); B7220 (Signal processing and conditioning equipment and techniques)

13/5/22 (Item 22 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03926978 INSPEC Abstract Number: C91045663

Title: The constrained Lyapunov problem applied to the case of a linear plant with an ad hoc linear output feedback nominal stabilizing controller

Author(s): Wilson, T.A.; Blackwell, C.C.

Author Affiliation: LTV Missiles & Electron. Group, Dallas, TX, USA

Conference Title: Proceedings of the 1990 American Control Conference (IEEE Cat. No.90CH2896-9) p.3044-5 vol.3

Publisher: American Autom. Control Council, Green Valley, AZ, USA

Publication Date: 1990 Country of Publication: USA 3 vol. iv+3122 pp.

Conference Sponsor: American Autom. Control Council

Conference Date: 23-25 May 1990 Conference Location: San Diego, CA, USA

Availability: IEEE Service Center, 445 Hoes Lane, Piscataway, NY, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: Given a stabilizing linear output feedback control for a given linear system, the authors shown how to determine if the candidate control is consistent with the constrained Lyapunov problem; i.e. the chosen output feedback can be obtained by the proper choice of a Lyapunov function for the stabilized system. Necessary and sufficient conditions are stated. A solution procedure is developed, and an illustrative example is provided.

(6 Refs)

Subfile: C

Descriptors: feedback; linear systems; Lyapunov methods; stability

Identifiers: constrained Lyapunov problem; linear plant; **ad hoc linear output** feedback nominal stabilizing controller; candidate control

Class Codes: C1320 (Stability)

13/5/23 (Item 23 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03896101 INSPEC Abstract Number: B91037938

Title: Nonlinear electrodynamic theory of a traveling-wave amplifier on a

distributed avalanche diode

Author(s): Mikhailov, G.B.

Journal: Izvestiya Vysshikh Uchebnykh Zavedenii, Radiofizika vol.33,
no.4 p.497-505

Publication Date: April 1990 Country of Publication: USSR

CODEN: IVYRAY ISSN: 0021-3462

Translated in: Radiophysics and Quantum Electronics vol.33, no.4 p.
371-8

Publication Date: April 1990 Country of Publication: USA

CODEN: RPQEAC ISSN: 0033-8443

U.S. Copyright Clearance Center Code: 0033-8443/90/3304-0371\$12.50

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: A complete analysis of the wave interactions in a distributed avalanche diode (**AD**) is **presented** . The basic **nonlinear** effects in an avalanche diode amplifier are identified: generation of sub- and superharmonics, saturation of the wave amplitude, and change of the sign of the gain of the subharmonic in the field of the fundamental wave. The mechanisms of amplification in an AD-amplifier are compared with those in a distributed Gunn diode. (10 Refs)

Subfile: B

Descriptors: avalanche diodes; electrodynamics; microwave amplifiers;
solid-state microwave devices

Identifiers: nonlinear electrodynamic theory; subharmonics generation;
superharmonics generation; wave amplitude saturation; EM wave propagation;
traveling-wave amplifier; distributed avalanche diode; wave interactions;
avalanche diode amplifier; fundamental wave; amplification; distributed
Gunn diode

Class Codes: B1350F (Solid-state circuits and devices); B1220 (
Amplifiers); B2560H (Junction and barrier diodes)

13/5/24 (Item 24 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03825313 INSPEC Abstract Number: B91018591

Title: Constructions and bounds for systematic tEC/AUED codes

Author(s): Boinck, F.J.H.; Van Tilborg, H.C.A.

Author Affiliation: Dept. of Math. & Comput. Sci., Eindhoven Univ. of
Technol., Netherlands

Journal: IEEE Transactions on Information Theory vol.36, no.6 p.
1381-90

Publication Date: Nov. 1990 Country of Publication: USA

CODEN: IETTAW ISSN: 0018-9448

U.S. Copyright Clearance Center Code: 0018-9448/90/1100-1381\$01.00

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: Several methods of constructing systematic t-error correcting/all unidirectional error-detecting codes are described. These codes can be constructed by adding a tail to a **linear** t-error correcting code, but other constructions **presented** are more of an **ad hoc** nature. These codes will often be found as suitably chosen subsets of nonsystematic tEC/AUED codes. Further bounds on the word length of systematic tEC/AUED codes are derived, and extensive tables are given. (20 Refs)

Subfile: B

Descriptors: error correction codes; error detection codes

Identifiers: bounds; systematic tEC/AUED codes; systematic t-error
correcting/all unidirectional error-detecting codes; constructions; word
length

Class Codes: B6120B (Codes)

13/5/25 (Item 25 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03719070 INSPEC Abstract Number: B90064666, C90057097

Title: Viceo compression for manned space missions

Author(s): Viola, R.; Chiariglione, L.; Russo, R.

Author Affiliation: European Space Agency, Noordwijk, Netherlands

Conference Title: GLOBECOM '89. IEEE Global Telecommunications Conference and Exhibition. Communications Technology for the 1990s and Beyond (Cat. No.89CH2682-3) p.250-4 vol.1

Publisher: IEEE, New York, NY, USA

Publication Date: 1989 Country of Publication: USA 3 vol. xxxii+1975

pp.

U.S. Copyright Clearance Center Code: CH2682-3/89/0000-0250\$01.00

Conference Sponsor: IEEE

Conference Date: 27-30 Nov. 1989 Conference Location: Dallas, TX, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: A complete design solution for transmitting video compressed images from orbiting spacecraft is presented. The design drives were maximum flexibility and minimization of equipment weight, power, and dimensions. The video multiplexing system is designed to maintain asynchronous access to the link while preserving an internally synchronous structure. Reed-Solomon codes are used to obtain a practically error-free system with low overhead. Coder and decoder are able to work asynchronously. The selected coding algorithm is DCT based and allows a variable bit rate from 64 to 2048 kbit/s and also transmission of fixed images with full resolution. The presented design results **show** that only by developing **ad hoc** VLSI chips can the severe constraints for mass and power consumption of the **flight** hardware be met. (8 Refs)

Subfile: B C

Descriptors: application specific integrated circuits; codecs; computerised picture processing; data compression; error correction codes; multiplexing equipment; space communication links

Identifiers: DCT coding; ASIC; codecs; manned space missions; video compressed images; video multiplexing system; asynchronous access; Reed-Solomon codes; 64 to 2048 kbit/s

Class Codes: B6250H (Space communication systems); B6220 (Stations and equipment); B6140C (Optical information processing); C5260B (Computer vision and picture processing)

Numerical Indexing: bit rate 6.4E+04 to 2.048E+06 bit/s

13/5/26 (Item 26 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03543080 INSPEC Abstract Number: A90021349

Title: In situ infrared spectroelectrochemical studies of cyanide adsorbed on platinum and palladium

Author(s): Ashley, K.; Lazaga, M.; Samant, M.G.; Seki, H.; Philpott, M.R.

Author Affiliation: Dept. of Chem., San Jose State Univ., CA, USA

Journal: Surface Science vol.219, no.3 p.L590-4

Publication Date: Sept. 1989 Country of Publication: Netherlands

CODEN: SUSCAS ISSN: 0039-6028

U.S. Copyright Clearance Center Code: 0039-6028/89/\$03.50

Language: English Document Type: Journal Paper (JP)

Treatment: Experimental (X)

Abstract: In situ FTIR difference spectra of adsorbed cyanide on polished platinum and palladium electrodes in perchlorate media are **presented**. A **linear** CN/sub **ads** //sup -/ moiety is observed on Pt, while on Pd four surface cyanide species are seen: **linear** and bridge-bound CN/sub **ads**//sup -/, as well as two surface Pd-CN films. (16 Refs)

Subfile: A

Descriptors: adsorbed layers; carbon compounds; electrochemical electrodes; Fourier transform spectra; infrared spectra of diatomic inorganic molecules; palladium; platinum

Identifiers: perchlorate electrolyte; ClO/sub 4//sup -/; adsorption; electrochemical study; IR spectra; thin films; in situ FTIR difference spectra; spectroelectrochemical studies; Pd-CN; Pd; Pt; NaClO/sub 4/; CN/sup -/ moiety; Pt

Class Codes: A6845B (Sorption equilibrium); A8245 (Electrochemistry and electrophoresis); A7865J (Nonmetals)

Chemical Indexing:

Pd sur - Pd el (Elements - 1)

Pt sur - Pt el (Elements - 1)

NaClO4 int - Cl int - Na int - O4 int - O int - NaClO4 ss - Cl ss - Na ss - O4 ss - O ss (Elements - 3)

CN ads - C ads - N ads - CN bin - C bin - N bin (Elements - 2)

Pt int - Pt el (Elements - 1)

Pd-CN int - CN int - Pd int - C int - N int - CN bin - C bin - N bin - Pd el (Elements - 1,2,3)

13/5/27 (Item 27 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03340212 INSPEC Abstract Number: B89026032

Title: Causal probability model for transoceanic track separations with applications to automatic dependent surveillance

Author(s): Rome, J.H.; Krishnan, V.

Author Affiliation: Dept. of Electr. Eng., Lowell Univ., MA, USA

Conference Title: IEEE PLANS '88 Position Location and Navigation Symposium Record - 'Navigation into the 21st Century' (IEEE Cat. No.88CH2675-7) p.353-65

Publisher: IEEE, New York, NY, USA

Publication Date: 1988 Country of Publication: USA 559 pp.

U.S. Copyright Clearance Center Code: CH2675-7/88/0000-0353\$01.00

Conference Sponsor: IEEE

Conference Date: 29 Nov.-2 Dec. 1988 Conference Location: Orlando, FL, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Applications (A); Theoretical (T)

Abstract: With the advent of automatic dependent surveillance (ADS), a detailed model of aircraft crosstrack deviations is required to determine the impact of **ADS**. The authors **present** a suitable **probability** model which is amenable to extrapolation. Normal navigation, degradation, pilot blunders, and failures are characterized by Gaussian density functions with associated standard deviations defined by the physics of the event. The overall model is a weighted sum of these Gaussian error probabilities. Overlap and encroachment probabilities are derived, and the impact of ADS on this model determined. It is shown that, by using the simplest form of ADS, the separation standards can be reduced and in addition, by transmitting a figure of merit (FOM) providing information on failures and degradations, the separation standards can be further reduced. The results suggest an improvement by a factor of two over current separation standards. (8 Refs)

Subfile: B

Descriptors: aircraft instrumentation; error statistics; navigation; probability; radar theory; tracking

Identifiers: causal probability model; transoceanic track separations; automatic dependent surveillance; aircraft crosstrack deviations; navigation; degradation; pilot blunders; failures; Gaussian density functions; error probabilities

Class Codes: B6310 (Radar theory); B0240Z (Other and miscellaneous); B7630 (Avionic systems and instrumentation)

13/5/28 (Item 28 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

03001687 INSPEC Abstract Number: C87063123

Title: Distributed algorithms for the computation of noncooperative equilibria

Author(s): Li, S.; Basars, T.

Author Affiliation: Decision & Control Lab., Illinois Univ., Urbana, IL, USA

Journal: Automatica vol.23, no.4 p.523-33

Publication Date: July 1987 Country of Publication: UK

CODEN: ATCAA9 ISSN: 0005-1098

U.S. Copyright Clearance Center Code: 0005-1098/87/\$3.00+0.00

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: A general class of nonquadratic convex Nash games is studied, from the points of view of existence, stability and iterative computation of noncooperative equilibria. Conditions for contraction of general **nonlinear** operators are obtained, which are then used in the stability study of such games. These lead to existence and uniqueness conditions for stable Nash equilibrium solutions, under both global and local analysis. Also convergence of an algorithm which employs inaccurate search techniques is verified. It is shown in the context of a fish war example that the algorithm given is in some aspects superior to various algorithms found in the literature, and is furthermore more meaningful for real world implementation. (16 Refs)

Subfile: C

Descriptors: convergence of numerical methods; game theory; iterative methods

Identifiers: game theory; iterative methods; global analysis; distributed algorithms; noncooperative equilibria; nonquadratic convex Nash games; existence; stability; iterative computation; uniqueness conditions; stable Nash equilibrium solutions; local analysis; convergence; inaccurate search techniques; fish war

Class Codes: C1140E (Game theory); C4130 (Interpolation and function approximation)

13/5/29 (Item 29 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

02892650 INSPEC Abstract Number: C87032053

Title: Advertising models, stochastic games and myopic strategies

Author(s): Dirven, C.A.J.M.; Vrieze, O.J.

Author Affiliation: Catholic Univ., Nijmegen, Netherlands

Journal: Operations Research vol.34, no.4 p.645-9

Publication Date: July-Aug. 1986 Country of Publication: USA

CODEN: OPREAI ISSN: 0030-364X

U.S. Copyright Clearance Center Code: 0030-364X/86/3404-0645\$01.25

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: Analyzes dynamic **advertising** models. The authors **present** conditions that imply that the payoffs under myopic strategies are **linear** in the state variable, which represents the number of customers for each firm. These conditions, which determine a subclass of stochastic games, are satisfied by several dynamic advertising models. The authors give a criterion to check whether this model contains an equilibrium point within the class of myopic strategies that is also an equilibrium point with regard to all strategies. (18 Refs)

Subfile: C

Descriptors: advertising; game theory

Identifiers: dynamic advertising models; payoffs; myopic strategies; stochastic games; equilibrium point

Class Codes: C1140E (Game theory); C1290D (Economics and business)

13/5/30 (Item 30 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

02621349 INSPEC Abstract Number: A86040653

Title: Inelastic processes in ion/surface collisions: scattered ion fractions and VUV photon emission for Ne/sup +/- and Ar/sup +/- collisions with Mg and Y surfaces

Author(s): Rabalais, J.W.; Jie-Nan Chen; Kumar, R.; Narayana, M.

Author Affiliation: Dept. of Chem., Houston Univ., TX, USA

Journal: Journal of Chemical Physics vol.83, no.12 p.6489-500

Publication Date: 15 Dec. 1985 Country of Publication: USA

CODEN: JCPSA6 ISSN: 0021-9606

U.S. Copyright Clearance Center Code: 0021-9606/85/246489-12\$02.10

Language: English Document Type: Journal Paper (JP)

Treatment: Experimental (X)

Abstract: Time-of-flight (TOF) scattering spectra and vacuum ultraviolet (VUV) photon emission spectra resulting from 1-10 keV Ne/sup +/- and Ar/sup +/- ions impinging on magnesium and yttrium surfaces and the corresponding oxidized and hydroxylated surfaces have been measured. Measurements of the scattered neutrals plus ions and neutrals only are used to calculate scattered ion fractions Y/sub +/- for the single scattering collisions. The Y/sub +/- values rise steeply at low ion energies E/sup 0/ (approximately 1-2 keV), reaching values of 70% and 38% at 10 keV for Ne/sup +/- /Mg and Ar/sup +/- /Y, respectively, and are very sensitive to adsorbate coverage. The dominant photon emission observed from the clean metals in the VUV range 30-200 nm is /sup 1,3/P to /sup 1/S resonance radiation from the excited neutral projectile atoms; emission was also observed from excited H and O for adsorbate covered surfaces. A model is developed for electronic transitions in keV ion/surface collisions which considers Auger and resonant transitions along the ion trajectory and electron promotions in the quasidiatomic molecule of the close encounter. By making an assumption of equality in the close encounter, the model can be fitted to the experimental data, allowing determination of ionization P/sub I/ and neutralization P/sub N/ **probabilities** as a function of the distance of approach. The results **show** that electron **promotions** within MOs of the collision complex formed during encounter are significant, if not dominating, processes in keV ion surface collisions. (42 Refs)

Subfile: A

Descriptors: argon; ion-surface impact; magnesium; neon; time of flight spectra; yttrium

Identifiers: time of flight spectra; oxidised surface; Auger transmission; ion/surface collisions; scattered ion fractions; VUV photon emission; Ne/sup +/-; Ar/sup +/-; Mg; Y; scattering spectra; hydroxylated surfaces;

scattered ion fractions; photon emission; electronic transitions; resonant transitions; ion trajectory; quasidiatomic molecule; ionization; neutralization

Class Codes: A7920N (Atom, molecule, and ion impact)

13/5/31 (Item 31 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

02605160 INSPEC Abstract Number: C86014068

Title: Development of a modular MPS-10 simulation

Author(s): Cynamon, L.J.

Author Affiliation: Raytheon Co., Bedford, MA, USA

Conference Title: Proceedings of the 1985 Summer Computer Simulation Conference p.58-62

Publisher: SCS, San Diego, CA, USA

Publication Date: 1985 Country of Publication: USA xxxiv+758 pp.

Conference Sponsor: SCS

Conference Date: 22-24 July 1985 Conference Location: Chicago, IL, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: The application of modular programming techniques to FORTRAN simulation programs is standard practice at Raytheon. The recent replacement of analog computers with Applied Dynamics AD-10 parallel processing high speed digital computers has led to new requirements for developing and applying modular programming techniques. This paper presents the techniques for constructing and maintaining modularized MPS-10 code for the AD-10. In order to facilitate the incorporation of modularity into MPS-10 simulations, a procedure (MPS.CMD) has been developed in the AD10's PDP 11/70 host computer. This procedure (written in the PDP indirect command language) modifies, constructs, and processes the necessary CREATE (CRE), RELATE (REL) and Data Specification (SDA) files from a specified set of modules. Each of the major tasks performed by MPS.CMD, its inputs, and its **outputs** are **presented**. AD -10 is used for running Monte Carlo **flight** tests. (0 Refs)

Subfile: C

Descriptors: aerospace simulation; digital simulation; parallel processing; satellite computers; special purpose computers; structured programming

Identifiers: flight simulation; modular MPS-10 simulation; modular programming; FORTRAN simulation programs; Applied Dynamics AD-10 parallel processing; high speed digital computers; PDP 11/70 host computer; PDP indirect command language

Class Codes: C6110 (Systems analysis and programming); C6150E (General utility programs)

13/5/32 (Item 32 from file: 2)

DIALOG(R)File 2:INSPEC

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02604922 INSPEC Abstract Number: C86011967

Title: Decision rules originating from stochastic dynamic programs: a general framework for empirical analysis

Author(s): Domowitz, I.; Muus, L.

Author Affiliation: Cornell Univ., Ithaca, NY, USA

Conference Title: Proceedings of the International Congress on Technology and Technology Exchange: Technology and the World Around Us - ICTTE '84, and EMC '84 - Management of Technology and its Limitations p.467-70

Publisher: Int. Technol. Inst, Pittsburgh, PA, USA

Publication Date: 1984 Country of Publication: USA x+547 pp.
Conference Sponsor: Int. Technol. Inst.; IEEE; Adv. Technol. Center
Central/ Northern Pennsylvania; et al
Conference Date: 8-10 Oct. 1984 Conference Location: Pittsburgh, PA,
USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T)

Abstract: The authors investigate the properties of decision **rules**, originating from general stochastic dynamic optimization problems, which are relevant to system estimation. A general solution algorithm leading to a tractable set of implicit **nonlinear** simultaneous estimating equations is proposed. The technique eliminates the need for an explicit specification of 'exogenous' stochastic forcing processes, and generates interpretable error structures without requiring additional unobservable shocks to the system. Illustrations of the technique and a discussion of the statistical implications of this methodology are presented through simple examples of investment and household labor supply problems. Both partial equilibrium and equilibrium solutions are treated. It is shown not only that ad hoc specifications of the stochastic environment are unnecessary, but also that such assumptions in a partial equilibrium world may be inconsistent with equilibrium characterizations of the environment, even in nonpathological examples. (5 Refs)

Subfile: C

Descriptors: decision theory; dynamic programming; economic cybernetics; nonlinear equations; parameter estimation; statistical analysis; stochastic systems

Identifiers: panel data methodology; dynamic optimization; consumer demand system; econometric analysis; stochastic dynamic programs; empirical analysis; decision rules; stochastic dynamic optimization; system estimation; nonlinear simultaneous estimating equations; error structures; investment; household labor supply; partial equilibrium

Class Codes: C1140E (Game theory); C1180 (Optimisation techniques); C1220 (Simulation, modelling and identification); C1290D (Economics and business)

13/5/33 (Item 33 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

01780232 INSPEC Abstract Number: B82003712, C82000835

Title: Centralized generation control of real power for thermal units by a parametric linear programming procedure

Author(s): Franchi, L.; Garzillo, A.; Innorta, M.; Marannino, P.; Marchese, V.

Author Affiliation: ENEL, Ente Nazionale per l'Energia Elettrica, Automatica Res. Center, Milano, Italy

Conference Title: Automatic Control in Power Generation, Distribution and Protection. Proceedings of the IFAC Symposium p.51-60

Editor(s): Herbst, J.F.

Publisher: Pergamon, Oxford, UK

Publication Date: 1980 Country of Publication: UK cxxv+568 pp.

ISBN: 0 08 026709 2

Conference Sponsor: IFAC

Conference Date: 15-19 Sept. 1980 Conference Location: Pretoria, South Africa

Language: English Document Type: Conference Paper (PA)

Treatment: Applications (A); Theoretical (T)

Abstract: The problem of centralized control of active power is considered as being subdivided into three levels with hierarchy versus time: the scheduled hourly dispatching running the day before, the advance

dispatching (AD), operating on the basis of the short-term load forecasting, the instantaneous economic dispatching (ED) integrated with the load frequency control (L.F.C.). The paper emphasizes AD and in particular the algorithm of its solution. AD modifies the trajectories of the thermal units scheduled the day before, taking into account the on-line load predictions and the generating units as well as the security of the network. Furthermore, the procedure is able to supply the trajectories which restore the security, should the system go into a nonsecure or vulnerable status. **Outputs** of AD of both the objective function and the constraints allows the utilization of a parametric **linear** programming algorithm for determining at each instant the optimal operating point for the system. (10 Refs)

Subfile: B C

Descriptors: centralised control; linear programming; load dispatching; load regulation; power system control

Identifiers: centralised generation control; thermal units; parametric linear programming; centralized control; active power; scheduled hourly dispatching; advance dispatching; short-term load forecasting; economic dispatching; load frequency control; on-line load predictions; security

Class Codes: B0260 (Optimisation techniques); B8110B (Power system management, operation and economics); C1180 (Optimisation techniques); C3340H (Electric systems)

13/5/34 (Item 34 from file: 2)

DIALOG(R)File 2:INSPEC

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01310983 INSPEC Abstract Number: A79021629

Title: Fermions and bosons in a unified framework. II. Interacting models

Author(s): Macrae, K.I.

Author Affiliation: Los Alamos Sci. Lab., Univ. of California, Los Alamos, NM, USA

Journal: Physical Review D (Particles and Fields) vol.18, no.10 p. 3761-76

Publication Date: 15 Nov. 1978 Country of Publication: USA

CODEN: PRVDAQ ISSN: 0556-2821

Language: English Document Type: Journal Paper (JP)

Treatment: Theoretical (T)

Abstract: For pt.I, see *ibid.*, vol.18, no.10, p.3737 (1978). In this paper the author constructs some fully interacting field theories. The first model has a coloured, curved Weinberg-Salam-type action. It is formed by taking the Hilbert product of the (generalized) curvature of a (given) superalgebra with an auxiliary (generalized) curvature. Note that pieces of simple superalgebras are gauged; the effective superalgebra of gauge fields is not simple. The auxiliary curvature was needed to obtain the **linear** pieces of the action, and it thus appears to be somewhat **ad hoc**. In contrast the author **shows** how to construct an action using only the curvature of a local superalgebra without the auxiliary curvature (it is therefore quadratic). Nonetheless, linear terms arise as crossterms between pieces of the curvature. In fact, since the author has chosen to use a special-unitary flavor algebra and four-component spinors, the author discloses he has already specified a unique simple supergroup whose other Bose gauge field are in $U(2,2)$, the Lie algebra formed by all the Dirac matrices. These fields gauge the spin structure of the fermions. Color causes certain complications discussed in the paper. The tensor piece of the $U(2,2)$ curvature consists of the usual curvature plus a term identifiable as the old auxiliary tensor. Thus both linear and quadratic terms for the space-time curvature arise when the full curvature is squared. The field associated with the identity generator is electromagnetism; with the vector, torsion; with the tensor, curvature and

auxiliary terms. The author calls the fields associated with the axial generators axial torsion and axial electromagnetism. When the fields which couple to Dirac spinors are assumed proportional to their scalar counterparts, an experimental value for a conserved axial electromagnetic coupling is $10/\sup -3/e$. The author presents a qualitative argument for the renormalizability of this action, since it is almost that of a standard Yang-Mills gauge theory, based on preservation of recoordinization invariance by the quantization procedure. (24 Refs)

Subfile: A

Descriptors: bosons; fermions; gauge field theory; supersymmetry; unified field theories

Identifiers: fully interacting field theories; Hilbert product; effective superalgebra; gauge fields; auxiliary curvature; local superalgebra; Bose gauge field; $U(2,2)$; Lie algebra; Dirac matrices; axial torsion; axial electromagnetism; Dirac spinors; coloured curved Weinberg Salem type action; superalgebra curvature; special unitary flavour algebra

Class Codes: A0450 (Unified field theories and other theories of gravitation); A1110N (Gauge field theories); A1130P (Supersymmetry); A1210 (Unified field theories and models); A1225 (Models for gravitational interactions)

13/5/35 (Item 35 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

01156879 INSPEC Abstract Number: B78011839

Title: Linear thermometer with semiconductor sensors

Journal: Elektronik Industrie vol.8, no.5 p.33

Publication Date: May 1977 Country of Publication: West Germany

CODEN: EKIDAT ISSN: 0374-3144

Language: German Document Type: Journal Paper (JP)

Treatment: Applications (A); Practical (P)

Abstract: Briefly describes two electronic thermometers, one with a diode (FD 300) as sensor and the other with a transistor (AD 811), both giving an **output** rising **linearly** at 20 mV/K. The transistor is connected by its base/emitter junction between the output and inverting input of an op. amp. ($\mu A 748$). In the diode version the diode is connected in the same way but the op. amp. is followed by a second op. amp. to raise the output level. (0 Refs)

Subfile: B

Descriptors: electric sensing devices; operational amplifiers; semiconductor devices; temperature measurement; thermometers

Identifiers: semiconductor sensors; electronic thermometers; diode; transistor; operational amplifier

Class Codes: B7230 (Sensing devices and transducers); B7320R (Thermal variables)

13/5/36 (Item 36 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

00333150 INSPEC Abstract Number: A72000663

Title: Emission of KLL Auger electrons produced in $Z/\sub 1/-N/\sub 2/$ and $Z/\sub 1/-Ne$ collisions at keV energies

Author(s): Fastrup, B.; Larsen, G.A.

Author Affiliation: Univ. Aarhus, Denmark

Conference Title: Abstracts of papers of the 7th international conference on the physics of electronic and atomic collisions p.392-4

Editor(s): Branscomb, L.M.; Erhardt, H.; Geballer, R.; de Heer, F.J.; et

al

Publisher: North-Holland, Amsterdam, Netherlands
Publication Date: 1971 Country of Publication: Netherlands xxxix+1185
pp.

ISBN: 0 7204 0234 4

Conference Sponsor: IUPAP; UNESCO; N.V. Philips' Gloeilampenfabrieken; et

al

Conference Date: 26-30 July 1971 Conference Location: Amsterdam, Netherlands

Language: English Document Type: Conference Paper (PA)

Treatment: Experimental (X)

Abstract: An experimental study of KLL Auger electrons produced in collisions at keV energies between projectiles with different $Z/\text{sub } 1/$ ($6 \leq Z/\text{sub } 1 \leq 11$) and Ne and $N/\text{sub } 2/$ targets has been initiated. The preliminary data of Auger electron yields in collisions between $C/\text{sup } +/$, $N/\text{sup } +/$, $O/\text{sup } +/$ and $Ne/\text{sup } +/$ projectiles and $N/\text{sub } 2/$ and Ne targets are all obtained at impact energies (cc Ne, with $C/\text{sup } +/$, $N/\text{sup } +/$, $D/\text{sup } +/$, $Ne/\text{sup } +/$, at keV energies, KLL Auger electron efficient (approx. 10 times) in the production of nitrogen-KLL-Auger collision processes, molecules (cc $N/\text{sub } 2/$, with $C/\text{sup } +/$, $N/\text{sup } +/$, $O/\text{sup } +/$, $Ne/\text{sup } +/$, at configuration has a considerable influence on the K electron **promotion probability**. The data show that the promoted K electron comes from the lower-Z partner of the colliding particles.

Subfile: A

Descriptors: atomic collision processes; Auger effect; carbon; molecular collision processes; neon; nitrogen; oxygen

Identifiers: keV energies; KLL Auger electron emission; $C/\text{sup } +/$ $N/\text{sub } 2/$ collisions; $C/\text{sup } +/$ Ne collisions; $O/\text{sup } +/$ $N/\text{sub } 2/$ collisions; $O/\text{sup } +/$ Ne collisions; $N/\text{sup } +/$ $N/\text{sub } 2/$ collisions; $N/\text{sup } +/$ Ne collisions; $Ne/\text{sup } +/$ $N/\text{sub } 2/$ collisions; $Ne/\text{sup } +/$ Ne collisions

Class Codes: A3420 (Interatomic and intermolecular potentials and forces); A3440 (Elastic scattering of atoms and molecules); A3450 (Inelastic scattering of atoms and molecules)

13/5/37 (Item 37 from file: 2)

DIALOG(R) File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

00169148 INSPEC Abstract Number: C70015985

Title: A recursive nonlinear predictor

Author(s): Mintz, M.

Author Affiliation: Yale Univ., New Haven, CT, USA

Journal: Journal of the Franklin Institute vol.289, no.2 p.121-32

Publication Date: Feb. 1970 Country of Publication: UK

CODEN: JFINAB ISSN: 0016-0032

Language: English Document Type: Journal Paper (JP)

Abstract: A minimax one-step prediction problem is posed for a linear discrete time-invariant first-order plant. The plant is driven by an unknown bounded forcing function. Several major difficulties encountered in the solution to this problem are discussed and an ad hoc nonlinear recursive predictor is developed as a more easily implemented alternative to the true minimax procedure. A **linearized** version of this **nonlinear ad hoc** predictor is **shown** to be related to the well-known Kalman one-step predictor.

Subfile: C

Descriptors: filtering and prediction theory

Class Codes: C1260 (Information theory)

13/5/38 (Item 38 from file: 2)

DIALOG(R)File 2:INSPEC

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00050753 INSPEC Abstract Number: B69016265

Title: Results from the evaluation of tracking system measurement errors on the Apollo-Saturn 201-204 flight tests

Author(s): Junkin, B.G.

Issued by: National Aeronautics and Space Administration, Marshall Space Flight Centre, Huntsville, AL, USA

Publication Date: 19 July 1968 Country of Publication: USA 95 pp.

Report Number: NASA-TM-X-53756

Availability: CFSTI, Springfield, VA 22151, USA

Language: English Document Type: Report (RP)

Abstract: The TEMS Multiple Regression Analysis Method for postflight tracking system error model analysis is used to evaluate measurement errors on the Apollo-Saturn IB flight test data. The concept of least squares adjustment with parameter constraints is involved in the evaluation process. A stepwise regression procedure is used in conjunction with the TEMS method to establish truncated tracker error models for the AS-204 tracking radars. An overall summary of results obtained on the AS-201 through AD -204 flight tests show that the standard deviations for several of the error model coefficients do not vary significantly from test to test or from radar to radar.

Subfile: B

Descriptors: radar systems; space vehicles; tracking; tracking systems

Class Codes: B7650 (Ground support systems)

13/5/39 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01804979 ORDER NO: AADAA-I9943754

PREDICTION OF CHILDHOOD-ONSET ATTENTION-DEFICIT/HYPERACTIVITY DISORDER FROM EARLY CHILDHOOD HOME VIDEOTAPES

Author: PASQUARIELLO, GIOVANNA

Degree: PH.D.

Year: 1999

Corporate Source/Institution: HOFSTRA UNIVERSITY (0086)

Sponsor: PHYLLIS S. OHR

Source: VOLUME 60/08-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4275. 125 PAGES

Descriptors: PSYCHOLOGY, DEVELOPMENTAL ; PSYCHOLOGY, CLINICAL

Descriptor Codes: 0620; 0622

The purpose of the present study was to determine whether viewers knowledgeable of the symptoms of Attention-Deficit/Hyperactivity Disorder (AD/HD) could accurately, and with confidence, predict appropriate future diagnoses after viewing early home videotapes of children diagnosed with AD/HD in later childhood. Relative to the amount of research examining AD/HD in elementary school years, the amount of research investigating early precursors and/or risk factors of AD/HD in early childhood is limited. Due to the relative paucity and limitations of prior research, the present study sought not only to determine whether reasonable diagnostic predictions could be made within the first three years of life, but also to confirm and identify what behaviors might differentiate children who later develop AD/HD from typically developing children.

One hundred graduate level students in clinical and school psychology served as participants in a 2 (diagnostic outcome) x 3 (age level), between-participants design. Home videos from the first three years of life of either typically developing children or children diagnosed with AD/HD at

or after age 6 were presented to participants blind to the actual diagnostic outcome of the **target** child. After the presentation, the viewers were asked to rate the **probability** that the child they just **viewed** would later develop **AD /HD** as well as their confidence level in their judgement. They were then asked to specifically note the behaviors that they believed to possibly be indicative of later **AD /HD**.

Results indicated that **viewers** who watched videotapes of children later diagnosed with **AD/HD** gave higher diagnostic **probability** ratings than viewers who watched typically developing children. High activity level, high distractibility and nonresponsiveness to name/directions were noted by viewers at significantly higher frequencies for children in the **AD/HD** group. Support was not found for hypotheses which predicted that number of accurate judgements and viewers' confidence ratings would increase with increasing age level.

Overall, results were mixed. Interpretations of statistically significant results should be tempered by the small effect sizes. Advantages and limitations of the present study are discussed and recommendations for future research are offered.

13/5/40 (Item 2 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online
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01794302 ORDER NO: AADAA-I9932914

ESSAYS IN MARKETING (DIFFUSION, GAME THEORY, TRADE DEALS, PROMOTION)

Author: DEWAN, TARUN MOHAN SINGH

Degree: PH.D.

Year: 1999

Corporate Source/Institution: THE UNIVERSITY OF TEXAS AT DALLAS (0382)

Supervisor: FRANK M. BASS

Source: VOLUME 60/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2131. 92 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

In the first essay, we analyze the role played by the relative differences in cross-brand and cross-store promotional elasticities in determining equilibrium outcomes for competing multi-brand, multi-category retailers. We present a game theoretic model that allows retailers to consider tradeoffs between brand cannibalization and induced store switching effects of promotions as well as includes cross-category effects of promotions in the context of cherry pickers and basket shoppers. We show that equilibrium levels of retail promotion in a duopolistic setting are higher (lower) if stores are less (more) differentiated vis-à-vis brands in the promoted category. The analysis shows that from the manufacturers' perspective trade deals will generate higher pass-through levels when aimed at weaker brands and weaker stores. Recently, Van den Bulte and Lilien (1997) (VdBL) have listed the patterns that have emerged in the estimates of the Bass Model parameters. They test (empirically and through simulations) hypotheses involving the estimates and conclude that the estimates are biased even if the model is not misspecified and especially when only early data is available. They also add to the evidence that the estimates of two of the parameters are correlated. In the second essay we examine these issues and show that there is no evidence of bias in the absence of model misspecification. We prepare and test hypothesis about the behavior of Bass Model **parameter** estimates and propose an estimation methodology that reduces correlation among the errors in the estimates and provides lower absolute errors than other **NonLinear** Least Squares methodologies. Finally, in the third essay, we present a unified model of

optimal retailer response to trade deals incorporating a holding cost multiplier that explicitly includes the "risk" of the next trade deal arriving too early (or too late) and link it to the parameters of the trade deal arrival distribution.

13/5/41 (Item 3 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01785885 ORDER NO: AADAA-I9993049

Real time, high accuracy, relative state estimation for multiple vehicle systems

Author: Williamson, Walton Ross

Degree: Ph.D.

Year: 2000

Corporate Source/Institution: University of California, Los Angeles (0031)

Chair: Jason L. Speyer

Source: VOLUME 61/11-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 6107. 205 PAGES

Descriptors: ENGINEERING, MECHANICAL ; ENGINEERING, AEROSPACE

Descriptor Codes: 0548; 0538

ISBN: 0-493-01340-7

This dissertation presents the development, implementation, and test results from a new instrumentation package for relative navigation between moving vehicles. The instrumentation package on each vehicle is composed of a GPS (Global Positioning System) receiver, an IMU (Inertial Measurement Unit), a wireless communication system, and a modular computer system. The GPS places all vehicles into the same inertial reference frame and provides a common clock allowing synchronization among all instrument packages. The IMU tracks the high frequency motion of the vehicle alleviating the need for a fixed base station. The wireless communication system communicates GPS code and carrier phase measurements and computed state estimates from each vehicle at a rate fast enough to capture the dynamic changes in the vehicles. This data representing both GPS and IMU measurements from each vehicle is fused together on each vehicle to produce position, velocity and attitude estimates relative to the other vehicles. This capability to estimate relative motion without a base station appears unique. Furthermore, the application of fusion algorithms to address this new estimation problem is unique. The use of carrier phase provides very accurate relative measurements. In constructing carrier phase measurement, the integer number of wave lengths between vehicles must be resolved. Although there exist integer resolution schemes, these algorithms are **ad hoc**. The scheme **presented** here is based on generating the conditional **probability** of the hypothesis of each integer given the measurement sequence. This nonlinear filter is an elegant and novel contribution. The entire system is tested in real time in an experiment intended to validate the measurement accuracy. The system built using the algorithms designed in this dissertation is capable of estimating relative range to less than 5 cm. RMS, relative roll and pitch to less than 0.2 degrees RMS, and relative yaw to less than 0.7 degrees RMS. This system is designed and built for use in a formation flight drag reduction experiment. The system will be used on two F-18's at NASA Dryden to estimate the relative state between the vehicles and provide these estimates as an input to the formation flight control system.

13/5/42 (Item 4 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01757764 ORDER NO: AADAA-I1398212

Applying Bayesian networks to large data sets

Author: DeVries, Charles David

Degree: M.S.C.S.

Year: 1999

Corporate Source/Institution: The University of Texas at Arlington (2502)

Supervisor: Piotr Gmytrasiewicz

Source: VOLUME 38/04 of MASTERS ABSTRACTS.

PAGE 1034. 55 PAGES

Descriptors: COMPUTER SCIENCE ; BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0984; 0338

ISBN: 0-599-66065-1

With the widespread use of databases and their rapid increase in size, there is a need for effective ways to use this data. Current customer relationship management strategies address the needs of the top eighty percent, ignoring many possible **customers**. Current data mining approaches do not provide the flexibility needed as data grows.

This thesis presents a method to provide **probabilistic** analysis to very large data sets using conditional **probability** instead of static **rules**. Because data tends to be sparse in large data sets, relationships often occur in clusters. By allowing a tradeoff of runtime performance for a loss in precision through clustering Bayesian relationships, we can use the smaller networks to obtain better performance and scalability.

The methods demonstrated could be used as recommendation engines for purchases, ad banner placement and presenting relevant content based on learned customer profiles.

13/5/43 (Item 5 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01748488 ORDER NO: AADAA-I9975923

Effect of promotions on market share and consumption rate in stationary markets

Author: Pena, Jorge

Degree: Ph.D.

Year: 2000

Corporate Source/Institution: The University of Texas at Dallas (0382)

Supervisor: Frank M. Bass

Source: VOLUME 61/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2385. 124 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

ISBN: 0-599-81609-0

The immediate (same week to a few weeks after) effect of promotions on sales makes them very useful to quickly increase sales or sell over-stocked products. However the long-term effects of promotions on market share have been shown to be generally null, as most brands in mature categories usually present stationary or near-stationary market shares. It is hypothesized that corrective mechanisms may exist to keep market shares fluctuating around stationary levels. The corrective mechanisms are not well understood, hence the need to include long lags in the models used here to uncover competitive reactions. The short and medium-term effects (up to 15 weeks) of promotions on market shares are investigated using multiple time series analysis, cointegration, and stochastic variable

search methodologies. An application to share-stationary ketchup and peanut butter store-scanner data shows that indeed in several instances medium-term effects off set short-term promotional market share gains. Another effect of promotions may be the expansion of category sales, which would mean that promotions benefit the sales of all competitors. Both increased consumption rate and stockpiling may produce short-term category sales expansion, however only increased consumption rate may explain persistent category sales expansion. Stockpiling of purchases is not positive to manufacturers as they imply that increases in sales are followed by later decreases in sales, thus an increase in consumption rate becomes an important possible effect of **consumer** promotions. Consumption rates are studied using OLS and a Hierarchical **Linear** Model that allows measuring the effects of individual as well as population level **factors** . Individual-level **factors** may be important for **targeting** purposes. An application to ketchup household purchase scanner data found no evidence of overall inter-purchase consumption increase due to promotions. However considerable consumer heterogeneity may allow the targeting of consumption-prone consumers. Targeting of consumption-prone consumers is facilitated by the link between the sensitivities to promotions and purchase frequency. Households that buy less frequently seem to be inclined to increase their consumption rate if price promotions are present at the time of purchase.

13/5/44 (Item 6 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online
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01724343 ORDER NO: AADAA-I9949446

Variables effecting treatment outcome of children with attention deficit/hyperactivity disorder

Author: Thomas, Michael Scott

Degree: Ph.D.

Year: 1999

Corporate Source/Institution: California Institute of Integral Studies (0392)

Adviser: Julie Gerhardt

Source: VOLUME 60/11-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 5795. 124 PAGES

Descriptors: PSYCHOLOGY, CLINICAL

Descriptor Codes: 0622

In the context of current views of Attention Deficit/Hyperactivity Disorder (AD/HD), the present study attempts to establish the effectiveness of various treatment interventions given variables related to both caregivers of and children with AD/HD. Of special interest is the role of the social ecology, and, specifically, parental functioning in the etiology, symptom **presentation** , prognosis, and treatment indications for **AD /HD** children. Further, the **present** study approaches the multi-determined phenomena of AD/HD from the assumption of non- **linear** causality or dynamic multi-determinism, as opposed to an arguably overly simplistic view of linear causality in the emergence of child psychopathology. The following factors effecting AD/HD treatment outcome are examined: child depression and anxiety, primary symptom factor presentation as evidenced by the child's primary presentation with internalized versus externalized symptoms on the Child Behavior Checklist (CBCL), and parental functioning (i.e., depression and stress). While no statistically significant relationship was found between child anxiety and depression, or parents' stress and depression and treatment outcome, statistical support was found for the hypothesis that the child's primary

presentation with internalized versus externalized symptoms was significantly related to treatment outcome. This is a particularly interesting finding given the common co-morbid presentation of AD/HD and these symptom factors, as well as the ubiquity of the CBCL in the diagnosis of AD/HD. Perhaps most importantly, the limitations of the present study are discussed and methodological improvements, which might be considered for future research, are offered. It was recognized that study design and methods were responsible for significant limitations. Given the appropriate time and resources, a future study that allows for random subject assignment (with simultaneous matching for co-morbid diagnoses, family financial status, medication, etc.) to multiple treatment interventions is indicated. Also indicated is a longitudinal study in which attachment qualities evident in early childhood were measured directly, as well as parent characteristics, and, then, the quality and severity of AD/HD symptoms were compared per attachment classification. Further, a study that compared a sample of twins separated in infancy with non-separated twins, and that included both quantitative and qualitative analysis of extended family member psychopathology is indicated.

13/5/45 (Item 7 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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01635684 ORDER NO: AAD98-27576

MODELING CONSUMER NETWORK NAVIGATION IN WORLD WIDE WEB SITES: IMPLICATIONS FOR ADVERTISING

Author: CHATTERJEE, PATRALI AMAL

Degree: PH.D.

Year: 1998

Corporate Source/Institution: VANDERBILT UNIVERSITY (0242)

Directors: DONNA HOFFMAN; THOMAS NOVAK

Source: VOLUME 59/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 891. 111 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING ; MASS COMMUNICATIONS

Descriptor Codes: 0338; 0708

Advertising sponsorships have emerged as a dominant business model for generating revenue in the Web medium on the Internet. However the lack of models to measure and predict advertising performance is a major deterrent. Strict application of existing media models based on aggregate vehicle and advertising exposure may be misleading because of the unique characteristics of the medium and its non-traditional advertising forms.

This dissertation develops an econometric framework to formally model the effect of advertising stimuli and predict consumer click behavior on banner ads during network navigation at an ad-supported Web site. The modeling objectives are achieved using a new source of consumer response data--clickstream of consumer navigation behavior at an ad-supported Web site with mandatory registration.

The non-intrusive and consumer-dependent nature of Web advertising exposure makes it desirable for advertisers to identify consumer segments responsive to their marketing communication to improve advertising performance. Two bases--revealed choices of editorial content and frequency of Web site patronage are used to identify consumer segments at a site. The response parameters of these segments too can be used by media **buyers** and advertisers to understand the benefits **consumers** seek from the advertising vehicle, and thus guide advertising media placement decisions.

The following results are obtained in modeling **consumers** '**probability** of clicking on a banner ad: (a) The effect of repeated exposures to banner ads is non- **linear** and U-shaped as against the inverted U-shaped response found in broadcast media; (b) The effect of

exposure to competing banner ads is significantly positive, whereas effect of competing active ads is insignificant; (c) Past click behavior at the site is a good predictor of click response and in some consumer segments the only predictor of click response; (d) There exist distinct segments of consumers who differ in their preferences for different categories of Web site content; (e) Segments of consumers who differ in their patronage frequency of the ad-supported Web site display differences in their responsiveness to sponsor advertising.

13/5/46 (Item 8 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01523607 ORDER NO: AAD97-00850

THEORY AND METHODOLOGY OF MULTIQUANTUM EPR, ELDOR AND ENDOR WITH APPLICATION TO A SPIN-LABELED ANALOG OF THE ION-CHANNEL PEPTIDE CECROPIN AD

Author: MCHAOURAB, HASSANE S.

Degree: PH.D.

Year: 1994

Corporate Source/Institution: THE MEDICAL COLLEGE OF WISCONSIN (0495)

Adviser: JAMES HYDE

Source: VOLUME 57/08-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4927. 274 PAGES

Descriptors: BIOPHYSICS, GENERAL ; BIOLOGY, MOLECULAR ; BIOLOGY, CELL

Descriptor Codes: 0786; 0307; 0379

The major thrust of this dissertation is to use Spin labeling Electron Paramagnetic Resonance (EPR) to investigate the structure and dynamics of the ion channel peptide Cecropin AD in biological membranes. The work **presented** here has two parts: (a) The development of a novel non **linear** EPR methodology, Multiquantum EPR (MQEPR), with the goal of providing a superior Continuous Wave (CW) method for Spin Label Relaximetry and (b) the application of this technique along with linear EPR to study biophysical aspects of Cecropin-membrane interactions.

In the first part, a comprehensive description is given of theoretical and experimental methods employed in MQEPR. MQ spectroscopy in a two level electron spin system is a general non linear method based on the excitation of successive absorption and emission of photons using two closely spaced microwave frequencies ω_1 and ω_2 . Frequency mixing by the spin system leads to oscillation of the spin population at $n(\omega_1 - \omega_2)$ and the production of intermodulation sidebands (IS) at $(n + 1)\omega_1 - n\omega_2$. These sidebands can be detected and displayed as a function of the static field and provide a direct display of the non linear characteristics of the spin system. Quantitative analysis of MQEPR spectra is accomplished by employing a Bloch-Redfield density matrix treatment in conjunction with the Floquet theory and the Dressed-Atom formalism. It is shown that the response of the spin system to double frequency irradiation is critically dependent upon energy transfer processes between the spin system and the lattice. It is concluded that MQ spectroscopy provides a facile and superior CW method for spin label relaximetry measurement.

In the second part, we have studied the structure, dynamics and aggregation state of Cecropins in solution and in membrane systems. Towards this end, we have synthesized a spin labeled analog of the chimeric peptide Cecropin AD. Cecropins are one of the major components of the immune system of a variety of insect species. They are water soluble, basic peptides with a broad spectrum of antibacterial activity. Cecropins have been shown to induce membrane leakage in liposomes and to form voltage dependent channels in planar bilayers indicating direct action on membranes.

Peptide partitioning between the aqueous and lipid phases was also

examined.

The results provide experimental support for the two stage model of membrane proteins folding and oligomerization. Two energetically distinct steps are involved in Cecropin binding and self-association: (i) The first step is the electrostatic adsorption of Cecropin monomers to the bilayer surface. The positively charged residues provide a mechanism for anchoring the peptide to the membrane solution interface which lowers the entropic barrier and allows the peptide to undergo a rate limiting step of secondary structure formation. (ii) The second step is the insertion of the largely hydrophobic C terminal helix into the bilayer core. Length mismatch between this helix and the bilayer forces the N terminal helix to sink into the headgroup region. The resulting unfavorable interaction between Glu 9 and the acidic headgroup induces peptide self-association. Our data suggest that the membrane self-associated form is stabilized by a salt bridge that involves Glu 9. (Abstract shortened by UMI.)

13/5/47 (Item 9 from file: 35)

DIALOG(R) File 35:Dissertation Abs Online

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01509430 ORDER NO: AAD96-35663

A NETWORK TELEVISION VIEWING CHOICE MODEL FOR OPTIMIZING PROGRAM PROMOTION SCHEDULING

Author: CANNON, MARK EDWARD

Degree: PH.D.

Year: 1996

Corporate Source/Institution: RENSSELAER POLYTECHNIC INSTITUTE (0185)

Adviser: WILLIAM A. WALLACE

Source: VOLUME 57/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2252. 199 PAGES

Descriptors: MASS COMMUNICATIONS ; BUSINESS ADMINISTRATION, MANAGEMENT

Descriptor Codes: 0708; 0454

Network television broadcasting companies attempt to increase the number of people viewing their shows by advertising them in brief promotional announcements, or promotions, during other shows on their schedules. A promotion is typically composed of a 10-15 second scene from the show being promoted along with mention of the show date and time.

The objective of this work is to optimize the scheduling of promotions in order to maximize advertising revenue for network broadcasting companies. The optimization algorithm is based on a logit viewer program choice model. The model includes factors which describe viewer demographics, viewing habits, program characteristics, schedule, program loyalty, and promotion viewing. Using data which detail individual viewing decisions, the model estimates the influence of **promotions** on changes in individual **viewing** decisions. The results are then coupled with network advertising rates in a **linear** programming optimization formulation to arrive at an optimal promotion schedule. The estimated revenue for the optimized **promotion** schedule is **shown** to be significantly higher than the revenue for the actual schedule.

An important aspect of the work is a detailed analysis of program loyalty, which is modeled using an exponentially **weighted** moving average. We show that program loyalty is a significant **factor** in modeling individual program choice. This approach is shown to be superior to a **linear** learning model in describing television viewing patterns. Variations in individual program loyalty patterns are presented and discussed.

13/5/48 (Item 10 from file: 35)
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01437747 ORDER NO: AADAA-I9533723

A MODEL OF TRADE PROMOTIONS (PRICE FLUCTUATIONS)

Author: CHUN, SAMUEL SANG-KWON

Degree: PH.D.

Year: 1995

Corporate Source/Institution: WASHINGTON UNIVERSITY (0252)

Chairman: CHAKRAVARTHI NARASIMHAN

Source: VOLUME 56/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2330. 118 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING ; BUSINESS
ADMINISTRATION, MANAGEMENT

Descriptor Codes: 0338; 0454

I construct a formal model which offers an integrated view of how price fluctuations propagate through a standard manufacturer-retailer channel given competition in both the upstream and downstream levels. Specifically, I examine the conditions under which manufacturer trade promotions constitute market equilibrium. I propose that trade promotions, or deals, are the result of profit maximizing activity and that they can be sustained under relatively general conditions.

For the analysis I construct a two period model of utility maximizing consumers, and profit maximizing manufacturers and retailers. I separately analyze the cases of monopoly and competitive retailers. I employ subgame perfection as the primary solution concept for the game. I explicitly take into account endogenized forward buying behavior by retailers and the incentives to pass through on received deals. Consumer stockpiling patterns are also analyzed. I later generalize to the three and t period models and discuss the relevance of these extensions to the basic model.

I show that trade deals can be profitable despite retailer forward buying. Brands will offer competitive trade promotions even if there is a possibility that a retailer will "pocket" the deal. I establish that greater than 100% pass through of deals by the retailer can occur when a retailer sells an additional outside good (or basket of goods) at positive margin to the consumers who shop at the store. Specifically, I show that a retailer will offer more in price cuts than she receives in deals if the gains obtained from the additional margins on the outside good exceed the losses incurred from reducing the brand's price.

Finally, I discuss the role of non **linear** pricing and discrimination across consumers with heterogeneous usage patterns in **promotions** across package sizes. I **show** why **promotions** may be run more frequently on large package sizes than on small package sizes. Manufacturers end up competing by promoting the large package size to the switching consumers while protecting their profits from the loyal customers through the variations in package size.

13/5/49 (Item 11 from file: 35)
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01380761 ORDER NO: AADMM-87420

THE EFFECTS OF TEMPORAL UNCERTAINTY ON SIMPLE REACTION TIME IN FOUR DEVELOPMENTAL AGE GROUPS

Author: DREGER, KARL

Degree: M.A.

Year: 1991

Corporate Source/Institution: LAURENTIAN UNIVERSITY OF SUDBURY (CANADA)

(1100)

Adviser: ALAN SALMONI
Source: VOLUME 32/06 of MASTERS ABSTRACTS.
PAGE 1704. 125 PAGES
Descriptors: PSYCHOLOGY, DEVELOPMENTAL
Descriptor Codes: 0620
ISBN: 0-315-87420-1

Developmental studies have demonstrated age related variability in reaction time from early childhood to older adulthood across a wide variety of tasks. The present research evaluated the effects of various psychological factors on simple reaction time, and examined how these factors contribute to the aging process.

Seventy male subjects between the ages of 7 years and 81 years comprised the four age groups and one clinical group (children with an attentional deficit) participating in this study. Simple reaction time was measured using an irregular foreperiod procedure (250, 500, 1000, 2000, 4000, 8000 ms) and catch trials, whereas the probability of each foreperiod or catch trial was varied and presented in a random order. The 2000 ms foreperiod was considered redundant and presented with a 50% probability of occurrence.

The results showed that young children, AD children and older adults are more affected by the long foreperiod than older children and young adults. These groups displayed significantly slower reaction times and were significantly more variable in their trial-to-trial performance at the long foreperiod. Since it has been documented that an attentional deficit is characterized by slower and more variable reaction time performance, it is reasonable to conclude that group differences were greatest under those conditions (i.e., 8000 ms foreperiod) in which demands for sustained attention were greatest.

As well, results demonstrated that young adults "learned" through experience that the probability was higher for the stimulus being presented after the 2000 ms foreperiod than all other foreperiods. As a result, their mean reaction times were fastest at the 2000 ms foreperiod. (Abstract shortened by UMI.)

13/5/50 (Item 12 from file: 35)
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01292889 ORDER NO: AAD93-15655

AN INTEGRATED SIMULATION MODEL FOR PLANT/OPERATOR BEHAVIOR IN ACCIDENT CONDITIONS

Author: HSUEH, KAE-SHENG
Degree: PH.D.
Year: 1992
Corporate Source/Institution: UNIVERSITY OF MARYLAND (0117)
Chairman: ALI MOSLEH
Source: VOLUME 54/01-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 464. 213 PAGES
Descriptors: ENGINEERING, NUCLEAR; OPERATIONS RESEARCH
Descriptor Codes: 0552; 0796

The purpose of this dissertation is to develop a simulation based accident sequence analysis program (ADS) for large scale dynamic accident sequence simulation. Human operators, front-line and support systems as well as plant thermal-hydraulic behavior are explicitly modeled as integrated active parts in the development of accident scenarios. To overcome the model size, the proposed methodology employs several techniques including use of "initial state vector" which decouples

time-dependent and time-independent factors, and a depth first integration method in which the computation memory demand increases in a linear order. The computer implementation of the method is capable of simulating up to 500 branch points in sequence development, models system failure during operation, allows for recovery from operator errors and hardware failures, and implements a simple model for operator system interactions.

To demonstrate the capabilities of the ADS, the Seabrook SGTR event has been analyzed using the **ADS** program. This case study **shows** that the **ADS** can be employed in the realistic **Probabilistic** Risk Assessments, and can be used to test the effectiveness of operating procedures.

13/5/51 (Item 13 from file: 35)

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01250779 ORDER NO: AAD92-34469

**AN EXAMINATION OF THE EFFECTS OF SEXUAL SUGGESTIVENESS IN PRINT
ADVERTISING ON VIEWERS ' PROBABILITY OF PURCHASE (ADVERTISING ,
PURCHASE DECISIONS)**

Author: WIESENAUER, ROBERT FREDERICK

Degree: D.B.A.

Year: 1992

Corporate Source/Institution: NOVA UNIVERSITY (0166)

Chairperson: MARGARET E. MADDEN

Source: VOLUME 53/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2462. 217 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

Although the use of sexual suggestiveness in advertising seems to be continually increasing in frequency and blatancy, the literature which addresses the effectiveness of "sex" or sexual suggestiveness in advertising does not seem to lend theoretical support to its use. The very few published studies on the effects of suggestiveness on purchase decisions are inconclusive and contradictory.

The research attempted to discover relationships between the intensity or degree of sexual suggestiveness contained in a series of print advertisements and the **probability** of purchase by the **viewers** of those **advertisements**. Examination of relationships which may exist among a series of viewer demographic variables was a central part of the study.

A series of twelve advertisements which portray one male, one female or a mixed gender couple as models, and which vary by degree of sexual suggestiveness were taken from widely read magazines. The ads were limited to those showing young models displaying at least the head and torso from the waist up. Most display the entire models' bodies. The ads were sanitized of all specific product and product type information, and with one exception, of all text as well. They were selected as generalized representatives of ads which could conceivably be used to promote different types of products. The ads were converted to 35 mm slides and the size of ads made as equal as is possible.

The completed advertisements were shown to a total sample of 551 people using several groups of from 10 to 45 people each. Viewers established their own perceptions of degree of sexual suggestiveness and product appropriateness of the advertisement, and using a ten point scale, the viewers' **probability** of purchasing the product they deem most appropriately represented by the **ad shown** was recorded.

The dependent variable of "**Probability** of Purchase" was analyzed in relation to a series of independent variables: model gender, product "appropriateness," degree of suggestiveness, and a series of demographic

variables including viewer gender, age, income, home town size, religion and religious activism.

The findings of the study contradicted those of many of the previous studies which had been reviewed.

13/5/52 (Item 14 from file: 35)

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01242543 ORDER NO: AAD92-32720

ON THE DETERMINATION OF ADVERTISING EFFECTIVENESS: OPTIMIZATION AND ESTIMATION (CIGARETTES)

Author: NJOTO, SUKRISNO

Degree: PH.D.

Year: 1992

Corporate Source/Institution: UNIVERSITY OF COLORADO AT BOULDER (0051)

Director: FRANK S. T. HSIAO

Source: VOLUME 53/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2035. 180 PAGES

Descriptors: ECONOMICS, COMMERCE-BUSINESS; BUSINESS ADMINISTRATION, MARKETING; ECONOMICS, GENERAL

Descriptor Codes: 0505; 0338; 0501

This study is mainly concentrated on the sectoral aspects of advertising and provides both theoretical and empirical investigations of the determination of advertising effectiveness on the cigarette industry. The effectiveness of advertising concerns the effects of firms' advertising expenditures on consumers' consumption expenditures and on firms' sales revenues at both the industry and intra-firm levels.

The advertising supply function is derived from the firm's optimal control problem. This function combined with the demand function for cigarettes, which is assumed to be a habit persistence model, **shows** that **advertising** and consumption are endogenous variables. Based on this structural model, the **nonlinear** three-stage least squares method is used to analyze the relationship between advertising and consumption in a time-series analysis. The Granger causality test is also employed to test the causal relationship of the two variables. In a cross-sectional analysis, the censored regression (Tobit) model is chosen to examine the relationship of advertising and sales revenue in an intra-firm level due to the feature of the data.

From the theoretical investigations, this study finds that a complete ban on cigarette advertising will not end cigarette consumption. Hence, a total ban on cigarette advertising may not increase the social welfare. If advertising is purely informative, the social welfare will likely be improved by advertising.

From the empirical investigations, this study finds: (a) cigarettes are normal goods and have an inelastic demand, (b) cigarette advertising Granger causes cigarette consumption over time, and (c) there exists a positive simultaneous relationship between firms' advertising expenditures and sales revenues across the firms in the cigarette industry in Indonesia.

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01236594 ORDER NO: AAD92-24098

THE ROBUST DESIGN IN CAPTURE-RECAPTURE SAMPLING: MODELLING APPROACHES AND ESTIMATION METHODS

Author: KENDALL, WILLIAM LOUIS
Degree: PH.D.
Year: 1992
Corporate Source/Institution: NORTH CAROLINA STATE UNIVERSITY AT RALEIGH
(0155)
Director: KENNETH H. POLLOCK
Source: VOLUME 53/04-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1672. 181 PAGES
Descriptors: BIOLOGY, BIOSTATISTICS; STATISTICS; BIOLOGY, ECOLOGY
Descriptor Codes: 0308; 0463; 0329

Capture-recapture methods have been employed to estimate demographic parameters of biological populations since the late eighteenth century. In the last fifty years they have been used extensively, especially in studies of wildlife and fish population dynamics.

The Jolly-Seber method, or some variation of it, has been the traditional approach to the estimation of demographic parameters in long-term studies. This method involves very restrictive assumptions about capture probabilities that can lead to biased estimates, especially of population size and recruitment number. In addition, some parameters are not identifiable by the Jolly-Seber method.

Pollock's robust design consists of a series of closely spaced samples, separated by longer intervals such as year. The population is assumed to be closed within each period. Pollock proposed exploiting the detailed capture information within each period by utilizing closed population models, which relax the assumption of equal catchability, to reduce the bias in estimators and allow the estimation of parameters that are unidentifiable by the Jolly-Seber method.

This thesis is concerned with evaluating the robust design. Pollock's ad hoc approach to analyzing data under the robust design, and its potential advantages, are presented. In addition, models of the complete sampling process are developed under various assumptions about capture probabilities. Maximum likelihood estimators are computed for these new models by modifying a widely available computer package, and variance estimators are computed by a parametric bootstrap approach. Goodness of fit and model selection are also discussed.

Simulations were conducted to compare all available estimators under several scenarios of catchability and survival probability. Results showed the complete-data approach to be superior to the Jolly-Seber and ad hoc approaches under many scenarios involving different model assumptions about capture **probabilities**, and also **showed** the **ad hoc** approach to be superior to the Jolly-Seber estimator in several cases. These assumptions included the presence or absence of (1) time variation in catchability between and/or within primary periods, (2) permanent or temporary trap response in catchability, and (3) heterogeneity in catchability among animals in the population.

13/5/54 (Item 16 from file: 35)
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01210880 ORDER NO: AAD92-10243

PROBABILISTIC REPRESENTATION OF UNCERTAINTY IN EXPERT SYSTEMS

Author: SARKAR, SUMIT
Degree: PH.D.
Year: 1991
Corporate Source/Institution: THE UNIVERSITY OF ROCHESTER (0188)
Co-advisers: H. MENDELSON; V. STOREY
Source: VOLUME 52/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 3990. 242 PAGES

Descriptors: BUSINESS ADMINISTRATION, GENERAL; COMPUTER SCIENCE;
INFORMATION SCIENCE; ARTIFICIAL INTELLIGENCE
Descriptor Codes: 0310; 0984; 0723; 0800

This research addresses the issue of representing uncertainty in expert systems. Current implementations use techniques that are not well-grounded in a sound analytical framework. A modeling scheme is presented that provides an inference network amenable to theoretically consistent propagation of beliefs. The scheme accomplishes this by transforming general belief networks into a special class of network, called belief trees.

The research shows that a scheme star-decomposition, originally proposed by Lazarsfeld (1966) in the social sciences, can be used to transform sets of three dependent binary variables into tree structures. Pearl (1986) has identified conditions under which the parameters of the resulting tree structure satisfy probability axioms. It is shown that even when these parameters are not probability measures, they can be used to consistently update **probabilities** associated with the variables of interest. The scheme is **shown** to eliminate unwarranted assumptions and **ad hoc** inference rules commonly used in current implementations. Classes of belief networks that may be exactly represented as trees when using this transformation scheme are identified. Belief networks that may be exactly represented as trees are those that can be decomposed into Local Event Groups which contain no more than three variables. Such Local Event Groups must not form cycles among themselves, and share no more than one variable with other Local Event Groups.

When exact tree representations are not feasible, the problem is one of finding the 'closest' approximate representation. Measures to evaluate approximations are studied, and one that has been widely used in the realm of probability theory is chosen. Characteristics of the 'best' tree representation when using this measurement are identified. The representation takes advantage of the star-decomposition scheme to obtain close approximations. Such approximations are termed third-order product approximations, and shown to dominate lower-order approximations.

To find the best third-order approximation, a branch and bound algorithm is developed. The algorithm is shown to be efficient for solving problems of sizes that are expected in real life applications. The approximate tree representation scheme is used to represent a decision problem involving uncertainty, and analysed by comparing it with a theoretically accurate solution. The analysis is performed over a wide range of parameters, and results of this analysis are presented. The third-order approximation performs well for all parameters considered, and is demonstrated to be superior to a second-order approximation for the same problem.

13/5/55 (Item 17 from file: 35)
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01158989 ORDER NO: AAD91-16881
A MODEL OF RETAILER PROMOTION POLICY THAT CONSIDERS THE PROMOTION SIGNAL EFFECT (DISCOUNT PROMOTIONS)

Author: INMAN, JOHN JEFFREY

Degree: PH.D.

Year: 1990

Corporate Source/Institution: THE UNIVERSITY OF TEXAS AT AUSTIN (0227)

Supervisor: LEIGH M. MCALISTER

Source: VOLUME 52/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 230. 76 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

Inman, McAlister, and Hoyer (1990) demonstrate in a laboratory context that a promotion signal (the sign or marker attached to a brand display during a typical retail price promotion) can have an impact on consumer choice that is independent of the promotional price reduction. This dissertation attempts to establish the existence of the promotion signal effect outside of the laboratory by deriving a prescriptive model of retailer promotion profitability which incorporates that effect. It goes beyond traditionally-considered deep discount promotions (where a signal is attached to the brand display and the regular price is reduced by more than 10%) and considers the use of shallow discount promotions (where a signal is used but the price is reduced by an amount less than 5%).

The model was estimated in the campus grocery store at Washington University, where control of promotions and prices was granted for the period of the study. During the first 10 weeks, promotion conditions were varied across brands. Analysis of the resulting market share variation (the first application of seemingly unrelated **nonlinear** regression to scanner data) provided estimates of model **parameters**. In the final three weeks, the estimated model was tested.

The model test hinges on changes in retailer profitability. The profitability of the promotion policy recommended by the model was compared to the profitability of two other promotion policies: a policy that did not consider shallow discount promotions and one that was specified by an experienced retail grocery manager. The test results support the model. The model generated 10% more profit per unit than the policy that did not consider shallow discount promotions and 15% more profit per unit than the manager's policy. Implications for retailers and future research directions are also discussed.

In sum, the effectiveness of the promotion signal was demonstrated outside the laboratory, the signal effect was incorporated into a prescriptive retail promotion model, and this model was tested in an actual retail environment. Marketing researchers have provided retailers with little guidance in increasing their promotion profits. This dissertation begins to address that important question.

13/5/56 (Item 18 from file: 35)

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1061728 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.
SOCIAL ORGANIZATION AND SURVIVAL OF THE PIPISTRELLE BAT (PIPISTRELLUS PIPISTRELLUS), AND A COMPARISON OF ADVERTISEMENT BEHAVIOUR IN THREE POLYGYNOUS BAT SPECIES

Author: LUNDBERG, KARIN

Degree: FIL.DR

Year: 1989

Corporate Source/Institution: LUNDS UNIVERSITET (SWEDEN) (0899)

Source: VOLUME 50/03-C OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 457. 88 PAGES

Descriptors: ECOLOGY

Descriptor Codes: 0329

Location of Reference Copy: UNIVERSITY LIBRARY, BOX 3, S-221 00 LUND,
SWEDEN

This thesis deals with the mating system, male advertisement behaviour, and survival of adult pipistrelle bats (*Pipistrellus pipistrellus*). It also describes the mating systems of the Nathusius' pipistrelle (*Pipistrellus nathusii*) and the noctule (*Nyctalus noctula*), and compares the male advertisement behaviour of all three species. The bat

populations were studied by means of bat boxes.

The male pipistrelles set up individual territories at special mating grounds around their roost sites, which were found to be the crucial resource governing a male's chances of getting access to females. The mating system is thus a resource defence polygyny. The occurrence of surplus males, non-territorials, indicate that the population density of territorial males at the mating ground is limited by the number of suitable roost sites and the territorial behaviour of residents. To attract females, the pipistrelle male advertises by an enduring songflight display; males spending the most time in advertising were visited by the greatest number of females. The energy invested in advertisement behaviour and harem maintenance by territorial pipistrelle males results in their losing mass, which may negatively affect their possibilities of accumulating sufficient fat reserves prior to hibernation. This may explain their lower survival rates compared with adult females. As in the pipistrelle bat, males of the Nathusius' pipistrelle and the noctule bat acquire harems by defending roost sites. The advertisement behaviour of the Nathusius' pipistrelle consists of both aerial and sedentary **display**. In contrast, noctule males, solely **advertise** sitting at the roost. This interspecific variation is probably related to differences in **flight** costs and call characteristics.

13/5/57 (Item 19 from file: 35)

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0975831 ORDER NO: AAD87-29047

THEORETICAL AND EXPERIMENTAL INVESTIGATION OF STRUCTURE FORMATION IN DILUTE MONODISPERSE SEDIMENTING SUSPENSIONS WITH APPLICATION TO COLLOIDAL STABILITY

Author: VANDERHEYDEN, WILLIAM BRIAN

Degree: PH.D

Year: 1987

Corporate Source/Institution: NORTHWESTERN UNIVERSITY (0163)

Source: VOLUME 48/10-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3047. 236 PAGES

Descriptors: ENGINEERING, CHEMICAL

Descriptor Codes: 0542

Prior two-body interaction theories of non-equilibrium dilute suspension microstructure formation cannot account for the well-spaced microstructure exhibited in monodisperse, sedimenting suspensions of spherical particles. Extensions to the theories are explored. First, a three-body analysis is tested. The analysis, however, **shows** that complicated, **ad hoc** closure assumptions on the three-body **probability** density are needed to predict the experimentally observed behavior. This motivated the exploration of two semi-theoretical models. It was found that an effective vertical relative velocity between two close pairs of particles in suspension could be used to describe all experimental data trends including effects of Brownian motion and bulk shear. An effective repulsive-diffusive mechanism, in contrast, failed to do so. An argument, based on an estimate of particle-pair lifetimes in a sedimenting suspension is used to provide a functional form for the decay with pair separation distance of the effective vertical relative velocity between two particles within a cellular region surrounding one of the particles. The result is a two-constant model for the above effect. The data fits of these two constants indicate that the volume of the cellular region is equal to the volume allotted to four spheres in suspension and that there apparently is a high variance of the settling velocity of the particles. The model is

used to study and interpret the phenomenon of colloidal stability in sedimenting suspensions. Trends in the available experimental data are discussed in light of the predictions. In addition, experiments are performed which indicate the point of transition from Brownian to non-Brownian settling. The equations governing the Hele-Shaw flow of a suspension are derived including the effects of particle-wall interactions. The effect of outer-boundary conditions in microstructural models in suspension theory are discussed for the case of both sedimentation models and effective viscosity models.

13/5/58 (Item 20 from file: 35)

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925154 ORDER NO: AAD86-17835

CASE ENRICHED VERSUS STATISTICAL ADS: A LABORATORY TEST OF THEIR RELATIVE EFFECTIVENESS (SIMILARITY/ATTRACTION, FEAR APPEALS, IMAGERY, AVAILABILITY)

Author: TAPP, SHELLEY RAYE

Degree: PH.D.

Year: 1986

Corporate Source/Institution: INDIANA UNIVERSITY (0093)

Source: VOLUME 47/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1815. 350 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

Case enriched ads present a narrative or anecdotal discussion of a particular consumer's experience with the advertised product. Statistical ads, on the other hand, summarize the experiences of a large number of unidentified consumers with the advertised product. It is suggested by research in psychology that the typical person utilizes statistical information poorly, if at all, in personal decision making. However, the typical person's decision making can be greatly affected by his or her ability to recall events similar to those depicted in persuasive messages, such as ads. This has led theorists in marketing to suggest that case enriched ads may increase the consumer's perceived relevance of a product, his or her perceptions of need for the advertised product, recall of various aspects of the ad, and behaviors with respect to the advertised product, beyond the level motivated by statistical presentations in advertising copy.

To test this general hypothesis, four different ads were constructed for each of two products: a car stereo and sun blocking lotion. The researcher hypothesized that the degree of similarity between the person depicted in the case enriched ads and the viewer of the ads would affect the strength of the case enriched ad's effect on the dependent measures. Therefore, the four treatment ads included two different levels of similarity (high and low), a statistical ad, and an ad that combined the **probability** of the event described in the ad with the high similarity case enriched **presentation**. These **ads** were **shown** to college students.

A multivariate analysis of covariance was performed in which risk preference and experience with the advertised product served as the covariates. The analysis failed to show any effect of ad type for the sun blocking lotion treatment. However, a significant effect of ad type was demonstrated for the car stereo treatment on the subject's probability estimates, unaided recall of brand, and unaided and aided recall of other information contained in the ad. This result may reflect differences between the two products in the level of fear aroused in the subjects. This suggests that future research examine the effect of four appeals on case enrichment.

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875645 ORDER NO: AAD85-00670

ABSENTEEISM AND JOB SATISFACTION OF WISCONSIN PUBLIC SCHOOL TEACHERS

Author: EGAN, JOHN ROBERT
Degree: PH.D.
Year: 1984
Corporate Source/Institution: THE UNIVERSITY OF WISCONSIN - MADISON (0262)
Source: VOLUME 46/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 31. 106 PAGES
Descriptors: EDUCATION, ADMINISTRATION
Descriptor Codes: 0514

The purpose of this study was to determine whether or not the absenteeism rate of Wisconsin public school teachers was due to a **linear** combination between teacher absenteeism and age, sex, experience, satisfaction with work on the present job, satisfaction with **present** pay, satisfaction with opportunities for **promotion**, satisfaction with supervision on the **present** job, and satisfaction with people on the present job. The conceptual and theoretical basis of the study evolved from the literature relating to historical trends of employee job satisfaction, Maslow's hierarchy-of-needs theory, Herzberg's dual-factor theory, Lawler's equity theory, organizational commitment and job absenteeism.

This study employed the stratified random sampling technique. A stratified random sample of 126 Wisconsin public school teachers was involved in the study. Data were obtained from the 126 teachers by requesting them to respond to the Job Descriptive Index (JDI) and a Personal Data Information Form. Of the 126 mailed questionnaires, 97 (77%) were completed and returned.

The hypothesis of the study, stated in null form, was as follows: (HO(,1)) There is no **linear** combination of age, sex, experience, satisfaction with work on the **present** job, satisfaction with opportunities for **promotion**, satisfaction with pay on the **present** job, satisfaction with supervision on the present job, and satisfaction with people on the present job which will account for a substantial proportion of the variance in teacher absenteeism.

The statistical analysis of the hypothesis involved was the stepwise multiple regression technique. The alpha level for significance was set at .05.

The results of the stepwise multiple regression suggested that there is not significant correlation between teacher absenteeism and job satisfaction.

Based on these findings and conclusions, it would seem that further research should be conducted to study teacher absenteeism and job satisfaction with other considerations kept in mind. those suggested are: personal interview technique, personal reassurance of confidentiality, stratified random sample according to sex and age, study of individual master contracts for allowable types of absences, updated literature review, and inclusion of a broader geographical area.

13/5/60 (Item 22 from file: 35)
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858566 ORDER NO: AAD84-21085

**FORM AND FUNCTION OF THE LONG-RANGE CALLS OF SCRUB JAYS, APHELOCOMA
COERULESCENS OBSCURA**

Author: WEBBER, TOM

Degree: PH.D.

Year: 1984

Corporate Source/Institution: THE UNIVERSITY OF FLORIDA (0070)

Source: VOLUME 45/07-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

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Descriptors: ZOOLOGY

Descriptor Codes: 0472

Scrub Jays in and around Griffith Park, Los Angeles County, California, have a vocabulary of at least 18 calls. The loud long-range calls in this vocabulary can be divided into four categories according to their acoustic structure: scolds, zeep/scolds, zeeps, zhraanhs, and shlenks in one group; weeps and screlches in another; the chuk, given only by males; and the rattle, given only by females. The more the calls in the scold-shlenk group diverge in structure from scolds, the less they are used in predator mobbing, the greater is the variety of contexts in which they are used, the more they are used in **display flights** for territory **advertisement** and defense, the more they are used in response to **flights** of the calling jay's mate, and the greater is the proportion of the total number of calls given by the males. The jays tended to give weeps in chases and screlches in display flights. I am unable to find any significant difference between the way the males used screlches and the way they used shlenks. In this way these two major long-range calls resemble each other more than they do their own acoustic relatives. The males matched one another's shlenks and screlches during territory advertisement, repeating each call type several times before switching to another call type. Thus Scrub Jays, usually not considered to have a territorial advertising "song" in the usual sense of the term, used these two calls in a manner resembling the way in which some singing birds use their several song types. Scrub Jays usually did not match their own mate's screlches, shlenks, or weeps, and instead responded with their sex-specific calls. Several of the calls described here are similar to calls given by the Scrub Jay's closest relatives, but none of these species appears to have a homologue of screlches or shlenks. All of these relatives live in forests. I consider screlches and shlenks to be calls derived from two different acoustical groups that have converged in their use in long-range display flights in the Scrub Jay's open habitat of chaparral.

13/5/61 (Item 23 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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851282 ORDER NO: AAD84-13254

CONTRIBUTIONS TO THE MODEL THEORY OF PROBABILITY LOGICS

Author: FAJARDO, SERGIO

Degree: PH.D.

Year: 1984

Corporate Source/Institution: THE UNIVERSITY OF WISCONSIN - MADISON (0262)

Source: VOLUME 45/05-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1492. 102 PAGES

Descriptors: MATHEMATICS

Descriptor Codes: 0405

In this thesis I study some aspects of the model theory of the logic with conditional expectation $L(, E)$ and of Adapted Probability logic $L(, ad)$. $L(, ad)$ is adequate for the study of stochastic processes. Its models are of the form $A = \langle A, X, (F(t)), (t(\epsilon)\{0,1\}), P \rangle$, where (a) P is a complete probability on A , (b) $X: A \times \{0,1\} \rightarrow R$ is a $P \times B$ -measurable stochastic process, with B the Borel measure on $\{0,1\}$ and (c) $(F(t)), (t(\epsilon)\{0,1\})$ is an increasing sequence of (σ) -algebras satisfying the usual conditions. Instead of first order quantifiers $L(, ad)$ has integral quantifiers and conditional expectation operators. Thus we can write formulas such as $E\{X(.,t)(VBAR)F(.,t)\}(w) = X(w,s)$ and $(INT)(INT)X(w,t)dw dt (LESSTHEQ) 0$ that allow us to express properties relating the stochastic process X to the filtration $(F(t))$ and the **probabilities** P and B . This logic was introduced by Keisler. We **show** how to "handle" in $L(, ad)$ the basic notions of the general theory of processes (i.e. stopping times, progressively measurable, optional predictable processes and martingales). We answer questions like: Given a theory T in $L(, ad)$, when does T have a model $A = \langle A, X, (F(t))P \rangle$ with X a predictable process? We give axioms that, if consistent with T in $L(, ad)$, guarantee the existence of such models, we prove completeness theorems in $L(, ad)$. $L(, E)$ is adequate for the study of structures of the form $A = \langle A, X, F, P \rangle$ where: (i) P is probability on A , (ii) F is a (σ) -algebra of P -measurable sets, and (iii) X is a real-valued random variable defined on A . $L(, E)$ was introduced by Keisler. $L(, E)$ extends $L(, (INT))$ by introducing the conditional expectation operator $E\{(VBAR)\}$ that allows one to take conditional expectation with respect to F . We present solutions of some open problems proposed by Keisler. Namely: (a) We introduce saturated (hyper-finite) models for $L(, E)$ and prove: (i) If A is an $L(, E)$ -model then there exists a saturated B such that $A (TBOND) B$. (ii) If A and B are saturated with the same universe then they are almost surely isomorphic. (b) We prove Craig interpolation and Robinson consistency for $L(, E)$. Our proofs are a combination of tools from non-standard analysis and probability with model theoretic techniques.

13/5/62 (Item 24 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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829318 ORDER NO: AAD83-28554

DYNAMIC MODELING OF THE SERIES RESONANT DC-DC CONVERTER

Author: KING, ROGER JAMES

Degree: PH.D.

Year: 1983

Corporate Source/Institution: THE UNIVERSITY OF TOLEDO (0232)

Source: VOLUME 44/08-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2512. 201 PAGES

Descriptors: ENGINEERING, ELECTRONICS AND ELECTRICAL

Descriptor Codes: 0544

The series resonant DC-DC converter is used to process power from one voltage to another with input-output isolation. Frequently negative feedback is applied to stabilize the output voltage. As a switching converter it has the advantages of very high power efficiency and natural commutation of its switches. It would be useful to dynamically model the converter; however, conventional methods of computing the dynamic response of a **linear** circuit fail because of the switches which periodically reconfigure the converter's internal elements. **Presently** ad hoc methods are used in designing the feedback; therefore there is a need for a dynamic model of this converter.

This problem was approached by solving each of the switching

intervals for its endpoint values in terms of its initial conditions. Because the endpoint values of an interval will be the initial conditions of the next, the converter can be naturally described as a nonlinear discrete system. A unique definition of the state variables resulted in a simple nonlinear discrete state space formulation of the converter's dynamics. This discrete system provides an accurate large signal simulation of the converter's long term dynamic behavior, and it uses very few computational steps, conserving computer time. This discrete system was also solved for the steady state solution, and was converted to a linear transfer matrix (using a small signal approximation.) The transfer matrix was then converted to steady state frequency responses.

These results were experimentally verified in three ways: The discrete system simulation was compared with a breadboard converter using large disturbances, the steady state solution was compared with previously published solutions, and the small signal frequency response was also verified with the breadboard converter. Excellent agreement was obtained in each case.

Using these results, a feedback system involving a series resonant converter can be designed for local stability about a steady state operating point. Equally useful, a proposed converter could be simulated under a variety of conditions using a simple, fast-running computer program. In view of the high power levels at which converters are being built (100KW), these results provide very useful design tools.

13/5/63 (Item 25 from file: 35)

DIALOG(R) File 35:Dissertation Abs Online

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757108 ORDER NO: AAD81-19140

MULTIPLE ARRESTED SYNTHETIC APERTURE RADAR

Author: SHUSTER, JERROLD STUART

Degree: PH.D.

Year: 1981

Corporate Source/Institution: AIR FORCE INSTITUTE OF TECHNOLOGY (0002)

Source: VOLUME 42/04-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1553. 296 PAGES

Descriptors: ENGINEERING, ELECTRONICS AND ELECTRICAL

Descriptor Codes: 0544

A Multiple Arrested Synthetic Aperture Radar (MASAR) for the detection of slowly moving targets in clutter is analytically conceptualized and evaluated. The radar consists of a succession of synthetic aperture antennas which are coincident in space but are displaced in time by several interpulse periods. The radar is evaluated using the target to clutter power ratio as the measure of performance. The radar is assumed to be clutter power limited, so noise is ignored in the evaluation. The evaluation consists of a comparison between three different receiver processing schemes. The first processor is a set of weights which optimizes the target to clutter power ratio and is the central feature of MASAR. The second processor is a set of weights comprising the target signal, itself; it can be construed as a "smart, ad hoc" design and is shown to be optimum for rapidly decorrelating clutter. The third processor is set of binomial weights; effectively, it reduces the system to an n-pulse canceller which, for a two antenna system, is the well known Displaced Phase Center Antenna (DPCA) radar.

In order to perform the analysis, a generalized signal return is formulated with which closed form expressions for the target signal and the clutter cross-power correlation are derived. This generalized signal return is a range-amplitude, radiation pattern weighted integration of the

electric field backscattering coefficient over the backscattering region. Both the target and the clutter are modeled with the electric field backscattering coefficient: deterministically for the target, stochastically for the clutter.

The target is modeled simply as a deterministically moving point scatter with the same albedo as a point of clutter.

The clutter is modeled as a homogeneous, isotropic, two-dimensional, spatiotemporal random field. This random field represents the amplitude and phase of the electric field backscattering coefficient as a function of time for every point in the scattering region observed from positions along the MASAR **flight** path. Only the correlation properties of this random field are required for the analysis.

The analysis is three-fold and considers **targets** moving between zero and 60 miles per hour at all track angles. First, the improvement of MASAR with the optimum processor is considered relative to that with the target and the binomial processors. Second, the response of each processor to off-boresight targets is considered. Third, the response of the optimum processor to other targets on the boresight is examined.

The analysis shows that MASAR with optimum receiver weights, generating four synthetic apertures each three feet long, can extract a three mile per hour target at ten miles from slowly decorrelating clutter 45 dB better than MASAR with target weights and over 144 dB better than MASAR with binomial weights. For a 60 mile per hour target, under the same circumstances, the corresponding figures are 70 dB and 106 dB. The analysis further shows that, with longer synthetic apertures, both the target's location and velocity component parallel to the MASAR boresight can be accurately determined.

The conclusion is that MASAR, with its optimum weighting scheme, is a promising synthetic aperture radar concept for the detection of slowly moving targets immersed in strong clutter environments.

13/5/64 (Item 1 from file: 99)

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs
(c) 2004 The HW Wilson Co. All rts. reserv.

1926533 H.W. WILSON RECORD NUMBER: BAST99055548

A new interpretation and improvement of the nonlinear anisotropic diffusion for image enhancement

Monteil, Jerome; Beghdadi, Azeddine

IEEE Transactions on Pattern Analysis and Machine Intelligence v. 21 no9
(Sept. 1999) p. 940-6

DOCUMENT TYPE: Feature Article ISSN: 0162-8828 LANGUAGE: English
RECORD STATUS: Corrected or revised record

ABSTRACT: A new analysis of anisotropic diffusion (**AD**) is **presented** , and an adaptive nonlinear filtering, based on a judicious choice of the conductance function and the edgeness threshold, is proposed. A new undesirable effect, the "pinhole effect," could result when AD is introduced for the first time. A robust solution to this effect is proposed and evaluated through experimental data.

DESCRIPTORS: Image enhancement; Adaptive filters; Data smoothing;

13/5/65 (Item 2 from file: 99)

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs
(c) 2004 The HW Wilson Co. All rts. reserv.

1775052 H.W. WILSON RECORD NUMBER: BAST98073763

II Morrow and Honeywell team up on ADS-B

George, Fred;

Business and Commercial Aviation v. 83 no4 (Oct. '98) p. 52

DOCUMENT TYPE: Feature Article ISSN: 0191-4642 LANGUAGE: English

RECORD STATUS: Corrected or revised record

ABSTRACT: II Morrow of Portland, Oregon, along with the Cargo Airlines Association, is making Automatic Dependent Surveillance-Broadcast (ADS-B) technology a reality. ADS-B is a surveillance system that relies on each aircraft automatically broadcasting its identification, position, altitude, track, and speed, which permits **ADS-B** equipment to **display** the **flight** path trend vector of each aircraft fitted with similar equipment. II Morrow and parent company UPS have already shown a proof-of-concept system that will be installed on certain air freighters beginning this fall.

DESCRIPTORS: Freight airplanes--Electronic equipment; Position tracking; Collision avoidance systems (Aviation); II Morrow Inc;

13/5/66 (Item 3 from file: 99)

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

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1559954 H.W. WILSON RECORD NUMBER: BAST93044941

World reshapes services to meet new market trends

Lenorovitz, Jeffrey M;

Aviation Week & Space Technology v. 139 (Aug. 23 '93) p. 44+

DOCUMENT TYPE: Feature Article ISSN: 0005-2175 LANGUAGE: English

RECORD STATUS: Corrected or revised record

ABSTRACT: World Airways, a diversified charter airline, is seeking to adapt to new market trends, increase its regularly contracted passenger and cargo services, and modernize its fleet with McDonnell Douglas MD-11 transports that can carry either freight or passengers. More long-term operating contracts and established seasonal services with foreign passenger airlines, international tour operators, and major express companies/freight forwarders would enable the carrier to reduce its **ad-hoc flights**. World has **shown** a profit since 1987, the year after it dissolved its unprofitable scheduled service operations. .

DESCRIPTORS: Airlines--Schedules; Charter airlines; Air freight service;

13/5/67 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00192020 89CM05-020

Quest for the Orb-ison News and opinion from a leading explorer of those fantasy realms called adventure games

Addams, Shay

Commodore Magazine , May 1, 1989 , v10 n5 p58-59

Languages: English

Document Type: Column

Hardware/Software Compatibility: Commodore 64; Amiga

Geographic Location: United States

ADVENTURE ROAD column describes ten adventure games for the Commodore 64 or Amiga computers: AutoDuel; Faery Tale Adventure; Corruption; Fish; Rainbow Road; Adventure Construction Set; Star **Flight** ; Future Magic; AD&D: Pool of Radiance; and The Mars Saga. **Presents** several tips for

playing AD &D, Faery Tale Adventure, and The Mars Saga. Includes one illustration. (lj)

Descriptors: Adventure; Games; Commodore

13/5/68 (Item 1 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2004 The New York Times. All rts. reserv.

07473826 NYT Sequence Number: 033910961029

US CHARGES AMR ON SABRE SYSTEM

Bloomberg Business News

New York Times, Col. 1, Pg. 7, Sec. D

Tuesday October 29 1996

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Department of Transportation says AMR Corp and Sabre Group Holdings, its affiliated computer reservations system, violated laws prohibiting unfair and deceptive **advertising**; says some Sabre **displays** gave American Airlines unfair advantage by listing its **flights** ahead of other carriers' (S)

COMPANY NAMES: Transportation Department (US); Amr Corp; Sabre Group Holdings; American Airlines Inc

DESCRIPTORS: Airlines and Airplanes; Misleading and Deceptive Advertising; Advertising; Reservations (Airlines, Hotels, Etc)

13/5/69 (Item 2 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2004 The New York Times. All rts. reserv.

05583274 NYT Sequence Number: 072625890725

FALL PROMOTION PLANS ARE OUTLINED BY CBS

CARTER, BILL

New York Times, Col. 3, Pg. 23, Sec. 4

Tuesday July 25 1989

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

CBS announces new fall promotion plans; network campaign will include in- **flight advertising** of new CBS **shows** on American Airlines and TWA, and comprehensive advertising promotion in 10 leading women's magazines; these efforts will run in conjunction with network's previously announced contest promotion based in 2,200 K Mart stores; Howard Stringer, president of CBS Broadcast Group, comments; photo (L)

SPECIAL FEATURES: Photo

COMPANY NAMES: CBS INC; AMERICAN AIRLINES INC; TRANS WORLD AIRLINES (TWA); K MART STORES

DESCRIPTORS: TELEVISION; ADVERTISING

PERSONAL NAMES: CARTER, BILL; STRINGER, HOWARD

13/5/70 (Item 3 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2004 The New York Times. All rts. reserv.

05509630 NYT Sequence Number: 158352890208

ADVERTISING: DELLA FEMINA RELEASES FIRST ADS FOR PAN AM

New York Times, Col. 4, Pg. 19, Sec. 4

Wednesday February 8 1989

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Randall Rothenberg column notes Della Femina McNamee WCRS has released first ad for Pan American World Airways; reports ads show children reacting to airline's 'Kids Fly Free' **promotion**; indicates that later **ads** may **show** travelers interviewed after disembarking from Pan Am **flights** (S)

COMPANY NAMES: DELLA FEMINA MCNAMEE WCRS; PAN AMERICAN WORLD AIRWAYS INC

DESCRIPTORS: ADVERTISING; AIRLINES AND AIRPLANES; PROMOTIONS (MARKETING TECHNIQUE); ADVERTISING (TIMES COLUMN)

13/5/71 (Item 4 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2004 The New York Times. All rts. reserv.

00307663 NYT Sequence Number: 072233720204

Trans Com Productions vp P W Moseley repts co plans to sell ad. for commercials to be shown during in-flight movies)

New York Times, Col. 1, Pg. 47

Friday February 4 1972

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: TRANS COM PRODUCTIONS INC

DESCRIPTORS: ADVERTISING; MOTION PICTURES

PERSONAL NAMES: DOUGHERTY, PHILIP H; MOSELEY, PAUL W

GEOGRAPHIC NAMES: UNITED STATES (1972 PART 1)

13/5/72 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2004 The New York Times. All rts. reserv.

01163343 NYT Sequence Number: 001205820713

Commercial advertisements shown during in-flight movies are becoming big source of revenues for airlines. Allegheny International Inc's Trans Global unit pays 11 airlines to run its ads, which are disguised as corporate 'minidocumentaries'. About 3.5 Million passengers per month are currently viewing Trans Global's ads (M.)

Wall Street Journal, Col. 3, Pg. 20

Tuesday July 13 1982

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

COMPANY NAMES: TRANS GLOBAL FILMS; ALLEGHENY INTERNATIONAL INC

DESCRIPTORS: ADVERTISING (GENERAL); MOTION PICTURES; AIRLINES; FINANCES; CORPORATIONS; DOCUMENTARY AND EDUCATIONAL FILMS

13/5/73 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09146249

Cebu Pacific launches website

PHILIPPINES: CEBU PACIFIC UNVEILS OWN WEBSITE
Manila Bulletin (XAZ) 04 Aug 1999 p.B-4
Language: ENGLISH

Philippine airline Cebu Pacific has unfurled its own website in May 1999. Apart from providing a wide array of information on the carrier's various **promotions** and history, the site also **showcase** an on-line booking facility as well as provides instant access to Cebu Pacific's **flight** schedules.

COMPANY: CEBU PACIFIC

PRODUCT: Aviation Services (4500AS); Air Terminal Services (4595);
Computers & Auxiliary Equip (3573); Communications Eqp ex Tel (3662);
EVENT: Product Design & Development (33); Marketing Procedures (24);
COUNTRY: Philippines (9PHI);

13/5/74 (Item 2 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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06553640

air-fare advertising to show added tax rates, the ASA rules

UK: NEW TAX INCLUSION **RULES** FOR **FLIGHT** PRICE ADS
Campaign (CN) 14 Nov 1997 p.7
Language: ENGLISH

As a result of complaints from the <UK> Air Transport **Users** Council, part of the Civil Aviation Authority, UK airline **flight** price promotions must include all extra taxes and charges as of January 1998, in a new ruling by the Advertising Standards Agency (ASA), which means that air fare advertising will be subject to the same rules as adverts for package holidays. Airline carriers in the UK were reluctant to include all the hidden extras claiming that it was difficult to assess them correctly because of the varying number of international duty charges, but under the new **rules**, Air Passenger Duty and foreign taxes collected by UK airlines, which can add as much as 50% to the basic **flight** price, must be included in the advertised price.

COMPANY: ASA; ADVERTISING STANDARDS AGENCY; CIVIL AVIATION AUTHORITY; AIR TRANSPORT USERS COUNCIL
PRODUCT: Passenger Air Transport (4501); Scheduled Airlines (4510);
EVENT: Commodity & Service Prices (72); National Government Economics (94); Marketing Procedures (24);
COUNTRY: United Kingdom (4UK);

13/5/75 (Item 3 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
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06486181

Outward travel still on the up

THAILAND: MOVE TO DRAW US TRAVELLERS
The Nation (XBO) 19 Jun 1997 P.B4
Language: ENGLISH

As part of the "Amazing Thailand 98" campaign, the United Airlines office in Bangkok will work together with Thai Airways to encourage more American travellers to Thailand. It was noted that United Airlines has set aside B 52 mn in **advertising** budget for 1997. **Presently**, the average number of passengers per **flight** on a 320-seat Boeing 747 is only 120. United Airlines hopes to boost the number to 165.

COMPANY: THAI AIRWAYS; UNITED AIRLINES

EVENT: Marketing Procedures (24);

COUNTRY: Thailand (9THA); United States (1USA);

13/5/76 (Item 4 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06363668

UPS adds five French feeders

FRANCE: LAUNCH OF EXTRA FEEDERS FROM UPS

International Freighting Weekly (IFW) 02 Sep 1996 p.20

Language: ENGLISH

With the aim of boosting its global traffic, as of 10 September, <US-based> United Parcel Services (UPS) is to introduce extra overnight domestic air feeders to five new sites within France namely Nantes, Strasbourg(served by the company's hub at Paris-CDG airport) and Toulouse, Nice and Bordeaux(served by the Lyon-Satolas hub). The new **flights** leaving between 8.30pm and 9pm will enable later-cut-off times for export traffic **ad** earlier **deliveries** for incoming shipments. The aircraft which have a capacity of two tonnes are being leased from an unnamed French airline.

COMPANY: UNITED PARCEL SERVICES

PRODUCT: Mail & Express Services (4310); Intl & Territorial Air Svcs (4513); Courier Services (7393CU);

EVENT: Plant/Facilities/Equipment (44);

COUNTRY: France (4FRA); United States (1USA);

13/5/77 (Item 5 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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05997792

MAS focuses on Penang in move to draw Japanese tourists

MALAYSIA: TO ATTRACT JAPANESE TOURISTS

Business Times Malaysia (XAR) 27 May 1994 P. 3

Language: ENGLISH

Malaysia Airlines (MAS) is highlighting Penang as a tourist destination to draw in Japanese tourists to Malaysia. MAS spent RM 8 mn out of the RM 11-mn promotional package for the Japanese market to focus on Penang, the Pearl of the Orient. MAS will be increasing four more flights from Japan and two of the flights will fly direct to Penang. MAS will advertise through electronic and print media. Japan Air lines (JAL) will screen the promotional advertisement on all of its domestic **flights**. An estimated 15 mn Japanese will **view** the **advertisements**.

COMPANY: JAL; JAPAN AIR LINES; MAS; MALAYSIA AIRLINES

PRODUCT: Passenger Air Transport (4501); Scheduled Airlines (4510);
EVENT: Planning & Information (22); Marketing Procedures (24);
COUNTRY: Malaysia (9MAO);

13/5/78 (Item 6 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)
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02156411

AMERICAN AIRLINES ADOPTS NEW REGIONALIZED AD STRATEGY
US - AMERICAN AIRLINES ADOPTS NEW REGIONALIZED AD STRATEGY
Advertising Age (AAE) 12 September 1988 p1,114
ISSN: 0001-8899

American Airlines has adopted a new regionalized advertising strategy. An ad campaign was launched on 9/8/88 in Los Angeles and San Francisco, California, that will be expanded to other West Coast markets. Three 10-sec commercials and supporting print ads were created by Bozell Jacobs Kenyon and Eckhardt. One of the TV spots shows a beach as voiceover says 'This is one of the few things that covers more of the West Coast than we do...American Airlines and American Eagle with flights to 25 airports.' The two other spots tout American's number of non-stop **flights** to the West Coast and number of hourly non-stops. The **ads** are environmental and **show** no planes. A specially-created campaign for the East Coast is scheduled to begin the week of 9/12/88. The creative for the campaigns is unrelated to American's national image advertising. American is the first national airline carrier to use a regional ad approach and the firm hopes to increase its market share using regional campaigns. Regional ad vehicles include city magazines and outdoor boards. American's total ad budget is USD1r100 mil and current market share is 16.2%, second to United Airlines' 18.2% share.

PRODUCT: General Aviation Aircraft (3721GA);
EVENT: MARKETING PROCEDURES (24);
COUNTRY: United States (1USA); NATO Countries (420); South East Asia
Treaty Organisation (913);

Set	Items	Description
S1	0	AU=(WILKINS C? OR WILKINS, C?)
S2	2919412	ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR - POPUNDER OR POP() (UP OR UNDER)
S3	125791	S2(3N) (DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VIEW?)
S4	30294	S3(15N) (TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU- YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5	295	S4(15N) (PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEAT- UR? OR WEIGH? OR RULE? ?)
S6	0	S5(S) (FLIGHT? OR LINEAR? OR NONLINEAR?)
S7	40	S5(7N) (DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT- RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL? OR WWW OR CYBER? OR LAN OR SERVER?)
S8	120	S4(S) (FLIGHT? OR LINEAR? OR NONLINEAR)
S9	102	(S7 OR S8) NOT PY>2001
S10	73	S9 NOT PD=20010116:20040308
S11	63	RD (unique items)

? show file

File 20:Dialog Global Reporter 1997-2004/Mar 08
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(c) 2004 San Jose Mercury News

File 810:Business Wire 1986-1999/Feb 28
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File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc

File 570:Gale Group MARS(R) 1984-2004/Mar 08
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11/3,K/1 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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24842966

Aviation titles soar upwards

MEDIA WEEK

March 23, 2000

JOURNAL CODE: WMWK LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 217

...looked at for some time. He expected circulation to rise again next year as more **people** were added. aoeWe relaunched the magazine in June 1997 and **advertising** revenue has **shown** healthy growth in every year since then, a he said. Sean OaFarrell, editor of World...

11/3,K/2 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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14648889 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Multimedia Live's E-Commerce Engine MarketLive Makes Generational Leap by Adding Manna's Leading Personalization Solution FrontMind

BUSINESS WIRE

January 15, 2001

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 935

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... offer e-tailers virtually unlimited flexibility and control over their online businesses, while optimizing the **online** experience for their **customers**. To date, MarketLive's already impressive **rules**-based personalization capabilities have included dynamic product **displays**, customized campaigns, **promotions**, content, and cross-sells that are critical to keeping the **customer** front and center.

With the integration of Manna's FrontMind technology, MarketLive will be able...

11/3,K/3 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

13583236

PR Newswire California Summary, Wednesday, Nov. 01, 2000 up -2-

PR NEWSWIRE

November 01, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1025

... 2000 11:31 r f bc-CA-Christianity-adv (HAYWARD) Christianity.com Selects Adforce for **Ad** Management and **Delivery** Services; AdForce to Assist Network **Targeting** Large Online Christian Audience LAW099 11/01/2000 11:37 r f bc-CA-Edmunds...

11/3,K/4 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

13534983 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Qwest Communications Delivers First Personalized Voice Portal Services On Wireless Phones; Leverages BeVocal Technology

PR NEWSWIRE

October 30, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 870

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to use the service and receive audio access to the following:
Location & Travel Services: -- Worldwide **Flight** Information --
up-to-the-minute **flight** information on major domestic and international
carriers, covering more than 15,000 **flights** per day -- Nationwide Traffic
Updates -- real-time traffic information for the 65 largest metropolitan
areas...

11/3,K/5 (Item 5 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

12887289

PR Newswire Northern California Summary, Monday, 09-18, 2000 Up to 2:00 p.m. PT

PR NEWSWIRE

September 18, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1247

... 57 r f bc-CA-Boeing-JSF-Concept (PALMDALE) Boeing JSF Concept
Demonstrator Completes First **Flight** SFM126 09/18/2000 12:57 r v
bc-CA-GetRelevant-Web Boosting Web Site...

11/3,K/6 (Item 6 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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12836285 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Updated Story

PR NEWSWIRE

September 14, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 506

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to provide passengers with flight-specific, co-branded digital
programming in multiple languages. IFN's **targeted** ad insertion
capabilities enables global, national, regional and local **advertisers** to
deliver full-motion broadcast video spots to aircrafts in **flight**
throughout the world. Web-based video spots and banner **ads** will also be
delivered to PC **users** on **targeted** aircrafts and airport premises.

In-Flight Network LLC is a joint venture entity formed by...

11/3,K/7 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

12829811 (USE FORMAT 7 OR 9 FOR FULLTEXT)

In-Flight Network Takes the Internet to New Heights With Live Air-To-Ground Demonstrations

PR NEWSWIRE

September 14, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 440

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to provide passengers with flight-specific, co-branded digital programming in multiple languages. IFN's **targeted** ad insertion capabilities enables global, national, regional and local **advertisers** to **deliver** full-motion broadcast video spots to aircrafts in **flight** throughout the world. Web-based video spots and banner **ads** will also be **delivered** to PC **users** on **targeted** aircrafts and airport premises.

In-Flight Network LLC is a joint venture entity formed by...

11/3,K/8 (Item 8 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

12821527 (USE FORMAT 7 OR 9 FOR FULLTEXT)

NORTHWEST AIRLINES: Northwest Airlines announces major shift in brand positioning; New domestic and international ad campaigns launch today

M2 PRESSWIRE

September 13, 2000

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 677

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... settings. Ads include an image of a smiling woman with the headline, "Grab an earlier **flight** and score some points at home, in addition to miles." Another ad shows two teenage...

11/3,K/9 (Item 9 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

12674496

Business Update

YOMIURI SHIMBUN/DAILY YOMIURI

September 05, 2000

JOURNAL CODE: FYOM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 2014

... Prefecture and VISA International (www.visa.com) have jointly launched a yearlong 20 million yen **promotion** program to **present** two **customers** every day with 20,000 yen merchandise coupons. Visitors to the country'

11/3,K/10 (Item 10 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

12595231 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MarketSwitch Releases Real Time Offer Optimizer for Corporate Web Sites

BUSINESS WIRE

August 29, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 736

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... meet the customer's needs and maximize the overall profitability of the business. Most corporate **web** sites, however, currently **deliver** marketing **promotions** in a random fashion. While some solutions use personalization or logical business **rules** to **target customers**, they fall short because they fail to consider the complex real-time interdependencies that customers...

11/3,K/11 (Item 11 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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11776975 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Deal with Nestle Could Be Big Boost for SAP AGs Internet Software Initiative

Leslie J. Nicholson

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (PHILADELPHIA INQUIRER - PENNSYLVANIA)

July 02, 2000

JOURNAL CODE: KPIN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1605

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... middle of a tournament. A second features a woman at an airport who learns her **flight** is canceled and calmly uses mySAP.com to book one of the few remaining seats on another **flight**.

In the fall, SAP will begin running the third and funniest in the series, an...

11/3,K/12 (Item 12 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

11602175 (USE FORMAT 7 OR 9 FOR FULLTEXT)

In-Flight Network (IFN), Globalstar and QUALCOMM Successfully Test Broadband Internet and E-Mail System for Existing Aircraft Fleets Worldwide

PR NEWSWIRE

June 21, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1119

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... video spots to aircraft in flight throughout the world. Web-based video spots and banner **ads** will also be **delivered** to PC users on **targeted** aircraft and airport premises.

Globalstar provides affordable satellite-based digital voice and data services to...

11/3,K/13 (Item 13 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

10178805 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Nigeria: Party official urges support for power minister
BBC MONITORING INTERNATIONAL REPORTS
March 22, 2000
JOURNAL CODE: WBMS LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 444

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... if he fails, it will have a negative impact on the AD as a political **party**.

"If Ige cannot manage a ministry, that means none of the **present** leadership of the AD can **rule** the country."

Source: 'The Guardian' **web** site, Lagos, in English 21 Mar 00

11/3,K/14 (Item 14 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

10026815
Tribune Company and Times Mirror to Merge to Form Nation's Premier Major Market Media Company
BUSINESS WIRE
March 13, 2000
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1470

... two other highly regarded business segments -- Times Mirror Magazines and Jeppesen, the nation's leading **flight** information company. While not part of our core media focus, these are strong businesses with...

11/3,K/15 (Item 15 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

09918247 (USE FORMAT 7 OR 9 FOR FULLTEXT)
News Corporation and Rockwell Collins Form Joint Venture To Establish In Flight Network
BUSINESS WIRE
March 06, 2000
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 908

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... video spots to aircraft in flight throughout the world. Web-based video spots and banner **ads** can also be **delivered** to PC **users** on **targeted** aircraft and airport premises. IFN's onboard equipment will allow advertising content to be accepted...

... be tailored for aircraft point-of-origin or destination and changed automatically to accommodate specific **flight** segments or changes in routing.

Internet and e-mail capabilities are planned by IFN. This...

11/3,K/16 (Item 16 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

09186652 (USE FORMAT 7 OR 9 FOR FULLTEXT)

NORTHWEST AIRLINES: Northwest Airlines website tops for usability

M2 PRESSWIRE

January 19, 2000

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 582

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... at nwa.com. Fast Trip Finder, Flight and Gate Status, WorldPerks Mileage Balance and Current **Promotions** sections are prominently **displayed** and intuitive to first-time **users**. "A low-graphics link takes you (quickly!) to a text-based site where further tips...

11/3,K/17 (Item 17 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

08335257 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Heinz commercials cut the mustard: Untraditional spots a breath of fresh air for consumers

PATRICK ALLOSSERY

FINANCIAL POST, p04

November 22, 1999

JOURNAL CODE: FFP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 722

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... the announcer says "Heinz Tomato Ketchup is very interested in a relationship with potato chips," **advertising** -aware **viewers** will know that what he's really saying is that "Heinz strategy is to get **consumers** to expand their relationship with ketchup to include pouring it over chips."

The spot works...

11/3,K/18 (Item 18 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

08249862 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Mediaplex Partners with SoftCoin to Leverage Offline Purchasing Behavior for Online Advertising

BUSINESS WIRE

November 16, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 524

... s profile, the advertiser's business data (such as product inventory and pricing), and the **online** campaign's performance. Based on these business **rules**, MOJO serves the most appropriate **ad** to a specific **viewer** in real time. The SoftCoin relationship will allow MOJO to **target users** based on their offline behavior patterns, and provide a much more relevant message to the...

11/3,K/19 (Item 19 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05904881 (USE FORMAT 7 OR 9 FOR FULLTEXT)
COMPAQ: Compaq provides Presario home PC users with a 'Taxi' to take them Internet shopping
M2 PRESSWIRE
June 25, 1999
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 440

... example, can compare prices effortlessly without having to shop around the high street. Taxi also **delivers** offers and **promotions** that over time will recognise the **customers** ' preferences, enabling it to send relevant promotions and offers based on the shoppers' known interests.

11/3,K/20 (Item 20 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05491174 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Are patents good for e-commerce
BUSINESS LINE
May 27, 1999
JOURNAL CODE: FBLN LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1166

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... acquire patents. Companies that have obtained patents include CyberGold (for its idea of paying Net **users** for **viewing ads**), NetDelivery (for **presenting** utility bills online) and Affinity Technology Group (for real-time loan approval over computer networks...

11/3,K/21 (Item 21 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05420187 (USE FORMAT 7 OR 9 FOR FULLTEXT)
E-MARKETING: Atlantic 252 launches online trade promotion with interactive game that zaps competition
M2 PRESSWIRE
May 21, 1999
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 437

... back to Atlantic 252 by 11 June will have the opportunity to win two free **flights** to New York, San Francisco, Los Angeles or Miami. Atlantic 252 has recently run a...

11/3,K/22 (Item 22 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

04716548 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Kiosk Software, Inc. Merges With AmeriComUSA, Inc.; AmeriComUSA Chooses
Kiosk Software to Deliver Multimedia Services to its Existing Internet
Customers**

BUSINESS WIRE
March 22, 1999
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1044

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... any advertisement, by day, month, or length of campaign, thereby
giving advertisers the ability to **target** specific audience demographics.
These unique features eliminate the "waste **factor** " **presently** being
experienced with **banner** advertising. For the first time, **Internet**
advertisers' problems with Internet advertising have been solved.
Microsoft is a registered trademark of Microsoft...

11/3,K/23 (Item 23 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

04715352 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Adauction.com Introduces Opportunity Exchange for Instant Buys; Advertisers
Can Now Purchase Ad Inventory Online Around the Clock**

BUSINESS WIRE
March 22, 1999
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 692

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... of inventory can vary from run-of-site banners to buttons and
sponsorships. While ad **flights** purchased in Adauction.com's popular
MarketPlace and Tune-In auctions usually run during the following month,
Opportunity Exchange offers unique and flexible **flight** parameters. The
company expects the new service to evolve into a more dynamic pricing model
...

11/3,K/24 (Item 24 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

03028787
**Robocast Partners with American Express Publishing to Showcase Their
Proprietary "Play Technology"**

BUSINESS WIRE
October 06, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 543

...terms of an agreement signed in March 1993. The company, which also

publishes SkyGuide (a **flight** information directory) and a variety of books, recently launched a custom publishing group. Robocast was...

11/3,K/25 (Item 25 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

03022864 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Digital Insight Adds Target Marketing to Internet Banking

PR NEWSWIRE

October 06, 1998 8:20

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 810

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... 191,000 home banking customers currently enrolled and active. Target Marketing will allow Digital Insight **clients** to select precisely **targeted** marketing promotions for these **customers** and **present** the selected **promotions** in real time.

The new product incorporates **rule**-based messaging technology. Using this technology, the **Internet** server can review stored customer information and client-generated business rules to select a promotion...

...an appropriate new rule and message."

In a typical scenario, a bank might create a **rule** to check whether a customer has registered for bill payment services. If the **customer** has not registered, then the bank's **server** can **deliver** a **promotion** for this product. If the **customer** already uses the bill payment service to pay loans, then the system can **deliver** a **promotion** for refinancing. Such promotions could also include e-mail application forms that could be submitted...

11/3,K/26 (Item 26 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

01780389 (USE FORMAT 7 OR 9 FOR FULLTEXT)

New Media: Industry measures up

BINNUR BEYAZTAS

MARKETING, p13

May 14, 1998

JOURNAL CODE: FMAR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 329

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... agree on standards for online media. The standards will create a common global language for **buyers** and sellers of Net **advertising**.

At **present** every organisation has its own set of **rules** for buying and selling **Internet** ads, impeding the medium's growth.

The standards will create a set of benchmarks which...

11/3,K/27 (Item 27 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

01603552 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Skyline Network Technologies to Showcase SpinBox At the ITEC Expo in Baltimore on May 13 & 14

PR NEWSWIRE

May 11, 1998 19:16

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 300

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... SpinBox product, a supplier can intelligently target and rotate their products in front of prospective **on - line purchasers** . Content Rotation: **Weighted** rotation of page content with **targeted** rotations of **advertisers** will be **shown** . Using the SpinBox product, a content supplier can rotate between several news stories while rotating **targeted** advertisements within those stories.

WHAT: Demonstration of the e-commerce and content rotation capabilities of...

11/3,K/28 (Item 28 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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01539649 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Skyline Network Technologies to Showcase SpinBox in Chicago May 6-8 at the @d:tech Conference on Web Marketing

PR NEWSWIRE

May 04, 1998 14:23

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 311

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... SpinBox product, a supplier can intelligently target and rotate their products in front of prospective **on - line purchasers** .

Content Rotation: **Weighted** rotation of page content with **targeted** rotations of **advertisers** will be **shown** . Using the SpinBox product, a content supplier can rotate between several news stories while rotating **targeted** advertisements within those stories.

WHAT: Demonstration of the e-commerce and content rotation capabilities of...

11/3,K/29 (Item 29 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

01319216 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Sonic Solutions Brings DVD Creation to the Corporate Desktop; New System Delivers In-house DVD Production for Under \$40K

BUSINESS WIRE

April 07, 1998 7:19

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 880

... Sonic DesktopDVD also includes integrated audio and video transfer capabilities with Media 100 and Avid **nonlinear** video editing systems;

this link avoids generation loss problems inherent in bouncing video to and
...

11/3,K/30 (Item 1 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2004 Business Wire. All rts. reserv.

00208557 20000306066B4827 (USE FORMAT 7 FOR FULLTEXT)
(NWS) News Corporation and Rockwell Collins Form Joint Venture To Establish
In Flight Network
Business Wire
Monday, March 6, 2000 09:02 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 820

...as local and regional advertisers, to deliver
full-motion broadcast video spots to aircraft in **flight** throughout the
world.
Web-based video spots and banner **ads** can also be **delivered** to PC **users**
on
targeted aircraft and airport premises. IFN's onboard equipment will
allow
advertising content to be accepted...

...be tailored for aircraft point-of-origin or
destination and changed automatically to accommodate specific **flight**
segments
or changes in routing.

Internet and e-mail capabilities are planned by IFN. This...

11/3,K/31 (Item 1 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00248090 20000118MNTU035 (USE FORMAT 7 FOR FULLTEXT)
**Northwest Airlines Web Site Tops for Usability; Zdnet Says Nwa.Com 'Rises
to The Top'**
PR Newswire
Tuesday, January 18, 2000 13:14 EST
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 537

...wrote. "A straightforward, easily-navigated home page awaits
visitors at nwa.com. Fast Trip Finder, **Flight** and Gate Status, WorldPerks
Mileage Balance and Current **Promotions** sections are prominently
displayed and
intuitive to first-time **users** .

"A low-graphics link takes you (quickly!) to a text-based site where
further tips...

11/3,K/32 (Item 2 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2004 PR Newswire Association Inc. All rts. reserv.

00183183 19990927SFM121 (USE FORMAT 7 FOR FULLTEXT)

Intraware Expands Business-to-Business E-Marketplace for IT Professionals, and Establishes Partner Relationships With Hewlett Packard, Macromedia and Novell

PR Newswire

Monday, September 27, 1999 08:00 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,309

...new functionality and
improvements to its IT E-marketplace:

* Personalized Price Books -- Intraware is providing **customers** with the ability to administer multiple, password-protected **online** price books that are used to **view** negotiated and **promotional** pricing on an individual product line basis. These pricing books enable **customers** to complete their **online** orders based on these account-specific pricing **rules** . The new pricing books are an important new development because software pricing is often informally...

11/3,K/33 (Item 1 from file: 624)

DIALOG(R)File 624:McGraw-Hill Publications

(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

00769602

THE AIRCRAFT OWNERS AND PILOTS ASSOCIATION

The Weekly of Business Aviation June 17, 1996; Pg 267; Vol. 62, No. 25

Journal Code: BA ISSN: 0509-9528

Section Heading: INTELLIGENCE

Word Count: 116 *Full text available in Formats 5, 7 and 9*

TEXT:

... AOPA began running newspaper advertisements last week in the Daily Southside, a suburban newspaper whose **subscriber** base includes the area surrounding Midway Airport. The **ads** , which **show** the sky over a suburban neighborhood filled with low-flying aircraft, warn that "75 percent to 80 percent of pilots surveyed said they would switch their **flights** to Midway should Meigs close. That means 40,000 more takeoffs and landings at Midway per year. Over 109 extra **flights** above your home each day!"

11/3,K/34 (Item 2 from file: 624)

DIALOG(R)File 624:McGraw-Hill Publications

(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0512090

SHUTTLE MAKES FIRST CAPE NIGHT LANDING

Aviation Week & Space Technology September 27, 1993; Pg 25; Vol. 139, No.

13

Journal Code: AW

ISSN: 0005-2175

Section Heading: Headline News

Dateline: WASHINGTON
Word Count: 830 *Full text available in Formats 5, 7 and 9*

BYLINE:
JAMES R. ASKER

TEXT:
... NASA and the German space agency DARA were especially pleased by the ease of replanning **targets**. One **ad hoc target presented** itself when amateur astronomers alerted the team to a dwarf nova. Rendezvous and capture of Orfeus-Spas was the last major task of the mission. **Flight** controllers praised Culbertson for using significantly less propellant than predicted to affect the rendezvous on...

11/3,K/35 (Item 3 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0212804
F-117A Provides New Freedom In Attacking Ground Targets
Aviation Week & Space Technology May 14, 1990; Pg 106; Vol. 132, No. 20
Journal Code: AW ISSN: 0005-2175
Section Heading: F-117A Stealth Aircraft
Dateline: NELLIS AFB, NEV.
Full text available in Formats 5, 7 and 9

BYLINE:
MICHAEL A. DORNHEIM

SPECIAL FEATURE:
... lower when approaching through mountainous areas. Weapons delivery is usually made from straight-and-level **flight**, instead of terrain-hugging "**pop - up**" or "toss" **deliveries** employed by conventional aircraft.

An infrared-emitting **target** reportedly used in training exercises is a hot tub at a residence, suggesting bombing accuracies...

11/3,K/36 (Item 4 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0012797
AND NOW, A WITTIER WORD FROM OUR SPONSORS: ADVERTISERS ARE VYING FOR VIEWERS WITH GLITZY, CREATIVE COMMERCIALS
Business Week March 24, 1986; Pg 90; Number 2938
Journal Code: BW ISSN: 0007-7135
Section Heading: Marketing
Word Count: 1,561 *Full text available in Formats 5, 7 and 9*

BYLINE:
Christine Dugas in New York

TEXT:
... music-video programming created by MTV Networks Inc. Others are glossy mini-epics or futuristic **flights** of fantasy. But this creative renaissance is firmly rooted in reality: **Advertisers** now realize that **viewers** are no longer a captive audience. To keep **people** tuned in, they must produce better ads.

ZIPPING AND ZAPPING. Before cable TV and videorecorders...

11/3,K/37 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0728417 BW1076

NETGRAVITY: Knight-Ridder New Media Utilizes NetGravity Network Solution to Manage National and Local Advertising Campaigns; NetGravity AdServer Network 3.0 Provides Knight-Ridder Centralized Control for Targeting and Reporting Over National Network of Sites

July 28, 1997

Byline: Business Editors/Computer Writers

...com and elHerald.com from The Miami Herald and el Nuevo Herald.

A key decision **factor** for Knight-Ridder was how NetGravity's AdServer **Network 3.0** enables the central management, **targeting**, **delivery**, and analysis of **ad** performance across a number of **Web** sites. With the powerful new reporting features available in AdServer 3.0, customers such as...

11/3,K/38 (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
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1429919 HSM003

Home Network Rich Media Study Reveals Broadband Advertising Offers More Effective Branding and Communications Channel

DATE: March 1, 1999 09:49 EST WORD COUNT: 1,079

... for assessing Internet advertising success and the ability to help advertisers understand and quantify how **consumers view** and use **online advertising**. Actual results may differ materially due to a number of **factors**, including: the technological, operational, and financial challenges of developing an integrated advertisement that subscribers find ...

11/3,K/39 (Item 2 from file: 813)
DIALOG(R)File 813:PR Newswire
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1197039 CHTU003

Nando.net Switches To Accipiter For Advertising Delivery Across Network Of Newspaper Web Sites

DATE: December 9, 1997 08:01 EST WORD COUNT: 515

...news and information from around the world every three to six minutes. A key decision **factor** for Nando was how the **network** version of Accipiter's AdManager enables the centralized management, **targeting**, **delivery**, and analysis of **ad** performance across a number of **Web**

sites.

"We are pleased to offer a solution to effectively manage the national and local...

11/3,K/40 (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

02024369 Supplier Number: 69298151 (USE FORMAT 7 FOR FULLTEXT)
D-I-Y FOR ALL AGES.
KING, ADAM
Do-It-Yourself Retailing, v180, n1, p43
Jan, 2001
ISSN: 0889-2989
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 5766

... savvy than Boomers (50 percent compared to 32 percent), making the Swing generation a strong **target** for **promotions** or information **delivered** via **Internet** or e-mail.

THE X FACTOR

Generation Xers, those who are between 24 and 35 years old, are the driving force...

11/3,K/41 (Item 2 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01993632 Supplier Number: 66705261 (USE FORMAT 7 FOR FULLTEXT)
Continental Clicks with Users.(successful banner ads)(Brief Article)
Beirne, Mike
Brandweek, v41, n42, p8
Oct 30, 2000
ISSN: 1064-4318
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 240

... Money, CBS Marketwatch and others. Rather than taking clickers to another site, one rich-media **banner** expanded to **show** a cabin full of passengers. Those clicked upon by **users** disgorged biting Big Apple humor (sample: there's more room in the overhead bins than in my apartment). A **flight** finder banner enabled users to check on fares to destinations flying from Newark Airport without...

...user meaning visitors were spending time with the brand and gathering info about products like **flight** status notification and electronic booking, said Novo market strategist Gene Fischer.

11/3,K/42 (Item 3 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01944167 Supplier Number: 63867787 (USE FORMAT 7 FOR FULLTEXT)

Buying on a Budget; For mid-range marketers without the clout of a GM or P&G, opportunities come via tight targeting and willingness to strike in a hurry.

Neff, Jack
Advertising Age, v71, pS20
July 31, 2000
ISSN: 0001-8899
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1341

... An early run of print ads from DDB Worldwide, New York, broke in July in- **flight** magazines, with plans for airport **display advertising** this fall.

TV advertising, too, will be pitched to **consumers** most likely to provide feedback. Although Mr. Nazzaro says the specifics of the TV buy...

11/3,K/43 (Item 4 from file: 570)
DIALOG(R) File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01911233 Supplier Number: 62737291 (USE FORMAT 7 FOR FULLTEXT)
STRIPTEASE.(R&R Partners Sells the Vegas Dream) (Statistical Data Included)
VOIGHT, JOAN
ADWEEK Eastern Edition, v41, n24, p44
June 12, 2000
ISSN: 0199-2864
Language: English Record Type: Fulltext
Article Type: Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 2654

... look-alike Queen of England playing craps in a casino to promote Virgin Airlines' new **flights** to Vegas. When Time ran a cover story last fall about **people** planning to stay home for New Year's Eve, the shop shot off a tourism **ad showing** the magazine cover next to the headline, "Are you going to stand for this?"

"We...

11/3,K/44 (Item 5 from file: 570)
DIALOG(R) File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01910545 Supplier Number: 53413173 (USE FORMAT 7 FOR FULLTEXT)
Newswire.
Brandweek, p12(1)
Oct 5, 1998
ISSN: 1064-4318
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 283

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
New print **ads** for Pony Express **Delivery** Services, via Atlanta agency Sawyer Riley Compton, **target** business **users** and highlight company heritage and tradition of trustworthiness, reliability and flexibility... Marriott Rewards will award...

...is offering triple WorldPerks miles on business and first class travel on Northwest and KLM **flights** , plus double miles on coach class through Oct.31. Customers who book online receive an...

11/3,K/45 (Item 6 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01906201 Supplier Number: 62406199 (USE FORMAT 7 FOR FULLTEXT)
Irish consumer protection regulations extended to airline advertisements.(Brief Article)
Airline Industry Information, pNA
June 1, 2000
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 106

The Irish government has launched a campaign to crack down on airlines placing **advertisements** that do not **show** the true cost of **flight** tickets, such as not including taxes.

Tom Kitt, the Irish **Consumer** Affairs Minister, has indicated that consumer protection regulations will be extended to cover airline advertisements...

11/3,K/46 (Item 7 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
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01870475 Supplier Number: 60804441 (USE FORMAT 7 FOR FULLTEXT)
In Flight Net promises more than peanuts.(Brief Article)
Kerschbaumer, Ken
Broadcasting & Cable, v130, n11, p66
March 13, 2000
ISSN: 1068-6827
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 440

... limited to Fox or News Corp. content."

The content can be specifically tailored to a **flight** or destination, making it what Wales believes will be a useful outlet for a variety...

...flying to a computing show, for example, can give programmers like CNET the type of **viewership** they're seeking. **Advertisers** also will have the means to reach a more **targeted** audience as well.

The system will transmit information to aircraft in two ways. On the ...

11/3,K/47 (Item 8 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01861525 Supplier Number: 60047370 (USE FORMAT 7 FOR FULLTEXT)

Forget about wired, the future is wireless ;wirelessmarketing: New technologies let marketers target users at point of purchase.

Williamson, Debra Aho

Advertising Age, v71, pS18

March 6, 2000

ISSN: 0001-8899

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1281

... and match the possibilities, Qualcomm executives say, and it is conceivable that Eudora eventually could **deliver** geographically **targeted ads** and content to wireless devices. "I think it's inevitable that you will see ad...

...Winkler says. A LONG-TERM PLAY United Airlines has a similar viewpoint; while it offers **flight** status information over wireless devices, the airline doesn't expect to send marketing messages over...

11/3,K/48 (Item 9 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2004 The Gale Group. All rts. reserv.

01736765 Supplier Number: 54140997 (USE FORMAT 7 FOR FULLTEXT)

Getting to know your Web customers. (Digital Insight's new Web marketing product for banks)

Campbell, Mile

Bank Marketing, v31, n1, p42(1)

Jan, 1999

ISSN: 0888-3149

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 598

... services for financial institutions, has come up with a solution. They recently introduced a new **target** marketing product for **Internet** banking that enables financial institutions to **present** individually **targeted** marketing **promotions** to **customers** through the institution's own branded **Internet** banking channel.

The new product incorporates **rule** -based messaging technology. The **Internet server** can review stored customer information and client-generated business rules to select a promotion most...

...an appropriate new role and message."

In a typical scenario, a bank might create a **rule** to check whether a customer has registered for bill payment services. If the **customer** has not registered, then the bank's **server** can **deliver** a **promotion** for this service. If the **customer** already uses the bill payment service to pay loans, then the system can **deliver** a **promotion** for refinancing.

"The more the institution and **customer** interact over time," Mr. Fiore added, "the more precise marketing efforts can become. A bank...

11/3,K/49 (Item 10 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2004 The Gale Group. All rts. reserv.

01711978 Supplier Number: 53522091 (USE FORMAT 7 FOR FULLTEXT)

Language Still May Be The Message When Marketing To Latino Consumers.

Minority Markets Alert, v10, pNA
Nov, 1998
ISSN: 1041-7524
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 1066

... Americans perceive the airline as efficient but cold. "Warmer" promotions to reach out to Hispanic **consumers** include a new TV **ad** designed to **show** American's human side by depicting a series of Hispanic families reuniting with hugs at the airport while a smiling **flight** attendant looks on. At the end of the ad, the attendant meets her family, too...

11/3,K/50 (Item 11 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01543244 Supplier Number: 46298702
Euro RSCG unveils Air UK TV push
Campaign, p10
April 12, 1996
ISSN: 0008-2309
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...after five years. The UK Air commercials, which target leisure travellers, promote discounts available on **flights** to Paris, France, Milan, Italy, Rotterdam, the Netherlands and Amsterdam, the Netherlands. A total of...

...commercials show humorous features on the highlights of every destination. As part of Mediastar's **targeted** media plan, the **ads** are **shown** on News at Ten and Channel 4 News only.
...

11/3,K/51 (Item 12 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01424292 Supplier Number: 44570287 (USE FORMAT 7 FOR FULLTEXT)
Integrated marketing tips? Study retail trade
Advertising Age, v0, n0, p32
April 4, 1994
ISSN: 0001-8899
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 589

... benefit or image ads without any promotional offer. They might drop an FSI during the **flight** to try to get better **display** /feature **ad** space; but any sales **person** will tell you the trade doesn't place the kind of importance on FSIs that...

...Why? Because they don't see any appreciable impact on volume in their store. Advertising **flights** generally help secure feature ads and possibly displays. But everybody does that and the trade...

11/3,K/52 (Item 13 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

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01397450 Supplier Number: 44145049 (USE FORMAT 7 FOR FULLTEXT)

ADVERTISING: American Images 'Un-fare' Ads

Brandweek, v0, n0, p8

Oct 4, 1993

ISSN: 1064-4318

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 292

... momentarily, in favor of a \$30-\$40 million corporate image campaign.

Business travelers are the **target** of two spots that break this week during network sports and Sunday morning news **shows**. The **ads** are unusual in that they address such primordial traveler concerns as safety and weather delays - unusual subjects for an industry that focuses on **flight** amenities when not touting price cuts.

One spot shows how American employees don't dodge...

11/3,K/53 (Item 14 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2004 The Gale Group. All rts. reserv.

01352449 Supplier Number: 43709641 (USE FORMAT 7 FOR FULLTEXT)

NEW CAMPAIGNS: Chiquita Bananas: DAILY ROUTINE

ADWEEK Eastern Edition, v0, n0, p34

March 15, 1993

ISSN: 0199-2864

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 215

... Wolfson

ART DIRECTOR

Mike Ward

COPYWRITER

Lou Schiavone, Vicki Carpenter

DIRECTOR

Elma Garcia, MJZ Productions

CLIENT

Chiquita Tropical Products

Remember **ads** for bananas that **showed** health club denizens eating bananas to replace nutrients? It all seems like a very long...

...of a total healthy lifestyle. In one spot, a 29-year old, who climbs 16 **flights** of stairs each workday instead of using a stair machine, explains how a banana per...

11/3,K/54 (Item 15 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2004 The Gale Group. All rts. reserv.

01335586 Supplier Number: 43525585

CBS Combines TV, Radio for Delta Promo

Inside Media, v4, n23, p22
Dec 15, 1992
ISSN: 1046-5316
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...the New York market area. The promotion markets the fact that Delta has more daily **flights** to Europe and to more European locations than any other airline. The Great Atlantic & Pacific Tea Company is also involved in the **promotion**. At POP **displays** at all A&P outlets in the New York market area, **customers** can sign up for the giveaway of the Delta tickets on WCBS-TV. The TV...

11/3,K/55 (Item 16 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01276912 Supplier Number: 42927730
P-O-P Ads Go Out Of This World - And Back Again
Marketing (Canada's Weekly Newspaper of Marketing Communications), v97, n16
, p3
April 20, 1992
ISSN: 0025-3642
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

MediaSat Storecast Network is testing is new in-store music and **ad**-messaging service, **delivered** via satellite, in a number of **Shoppers** Drug Mart stores in the Toronto (Canada) area. Additional testing is planned by the joint...

...service involves distribution of the prepared program to stores by transmission through a satellite. A '**flight**' lasting 4 weeks, which can be booked on a first-come basis that can provide...

11/3,K/56 (Item 17 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01265565 Supplier Number: 42818818 (USE FORMAT 7 FOR FULLTEXT)
Traffic Control System Gains Among Nets
Multichannel News, v13, n10, p28
March 9, 1992
ISSN: 0276-8593
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 680

... A&E has added to the original package are a 13-week flow chart that **shows** weekly **ad flight** patterns and a contract change notice that clarifies for **ad buyers** "what you had, what you have now and why it changed," Kay said, explaining that...

11/3,K/57 (Item 18 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

(c) 2004 The Gale Group. All rts. reserv.

01136665 Supplier Number: 41564363
Kodak plans \$30M push for photo-to-CD system
Advertising Age, v0, n0, p54
Sept 24, 1990
ISSN: 0001-8899
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...considered for the campaign -- whose tentative themeline is 'The future of memories' -- are print, in- **flight** magazine and network **ads** and airport **displays** . The Photo CD system will allow **people** to use a TV set to view still photos transferred from 35mm negatives onto compact...

11/3,K/58 (Item 19 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
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01112836 Supplier Number: 41365847
Consumers Save With Weight Watchers and Butterball
Sales Pro, v117, n0, p20-21
June, 1990
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

Weight Watchers Intl and Swift-Eckrich are targeting their products at calorie-conscious **consumers** . Cents-off coupons and a light potato salad recipe are **shown** in an **ad distributed** in freestanding inserts in Rochester, NY. This seasonal-themed promotion debuted 5/6/90 and...

11/3,K/59 (Item 20 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01073987 Supplier Number: 40981496
HBO pushes image
Advertising Age, v60, n45, p6
Oct 16, 1989
ISSN: 0001-8899
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...the ad budget in 1989 and the remainder to support 21 weeks in 5 ad **flights** in 1990. The company will allocate 90% of its budget to network TV advertising, with...

...advertising to discount promotions such as free installation in 1985, but a series of tests **showed** image **advertising** was most effective in attracting **subscribers** . The company will continue to advertise discount promotions, however, in local radio and TV ads...

11/3,K/60 (Item 21 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

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01047519 Supplier Number: 40708652
Kodak, Polaroid back promotions
Advertising Age, v60, n10, p56
March 6, 1989
ISSN: 0001-8899
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...spending \$10 mil on the 'Frequent Smileage' promotion campaign that awards free intl Pan Am **flights** . Purchases of Polaroid products will earn buyers dollar-value points toward Pan Am intl **flights** . Proof-of-purchase seals are redeemed under the program for no more than 2 tickets that can be used through 5/31/90. Print ads in **People** , TV Guide and Reader's Digest, on-pack **ads** and in-store **displays** support the **promotion** , handled by Eastern Executives. Initially print ads will urge **consumers** to enroll in the program, then in 6/89 the focus will shift toward instant...

11/3,K/61 (Item 22 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
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01034875 Supplier Number: 40560361
Reference Software Runs Contest For Its Grammar Checker
Marketing Computers, v8, n11, p20
Nov, 1988
ISSN: 0895-5697
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...grammar quiz. The ads challenge the reader to spot 25 grammatical errors in the letter **shown** in the **ad** . The product is directed at business and technical **users** , students and educators. The ad appeals to those who wish to improve writing skills, and...

...computer industry-related magazines, the ad is running in American Way, American Airline's in- **flight** magazine, which is generating a high number of responses. ...

11/3,K/62 (Item 23 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
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01030636 Supplier Number: 40447946
Businesses hit with four-part promo
Bank Advertising News, v12, n45, p5
July 18, 1988
ISSN: 0274-7111
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...pun headline. The magazine ads appear in Arizona business magazines and America West Airlines' in- **flight** book. The bank's supportive role in companies' paths to success is mentioned, as is...

...Talk,' runs five days a week and features a local DJ and interviews with business **persons** . Valley National is mentioned 3 times in the show. Because the bank promotes the **show** with newspaper **ads** using the radio station's call letters and logo, costs may eventually be shared. Newspaper ...

11/3,K/63 (Item 24 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
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00003294 Supplier Number: 47846851 (USE FORMAT 7 FOR FULLTEXT)
PointCast Direct offers per-click ad banner model
Riedman, Patricia
Advertising Age, p26
July 21, 1997
ISSN: 0001-8899
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 601

... A per-click model makes sense for it, he added, because PointCast sends content to **users** , making it impossible to report **Web** page **views** to **advertisers** .

'I think within their **parameters** it makes sense,' Mr. Neufeld said. It can help PointCast attract new clients and, ultimately...



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